

**THE INFLUENCE OF PRODUCT INNOVATION ON GREEN PURCHASE INTENTION FOR BATIK PRODUCTS WITH PRODUCT TRUST AS A MEDIATING VARIABLE**

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**ABSTRACT**

This study aims to analyze the influence of product innovation on green purchase intention with product trust as an intervening variable. The study used a quantitative approach with 118 respondents. Data analysis was conducted using AMOS-based Structural Equation Modeling (SEM). The results showed that product innovation significantly influenced product trust, but did not directly influence green purchase intention. Product trust was proven to have a significant influence on green purchase intention and was able to mediate the influence of product innovation on green purchase intention. These findings demonstrate the importance of building consumer trust in encouraging green purchase intention.

**Keywords:** Product Innovation; product trust; Green Purchase Intention

**1.0 INTRODUCTION**

**1.1 Context of the Study**

The batik industry is a creative economy sector with high cultural value and makes a significant contribution to the Indonesian economy. Batik is not only a national cultural identity but has also been recognized internationally as an intangible cultural heritage by UNESCO through the UNESCO Recognition of Indonesian Batik in 2009 (UNESCO, 2009). This recognition has increased batik's popularity in both domestic and international markets and encouraged the growth of the batik industry in various regions of Indonesia.

However, the development of the batik industry has also given rise to serious environmental problems. The batik production process, particularly stamped and printed batik, often uses synthetic chemicals that have the potential to pollute the environment, particularly the liquid waste generated from the dyeing and washing processes. Research shows that batik industry waste contains synthetic dyes and chemicals that can pollute water and negatively impact the ecosystem if not managed properly (Nurainun, Heriyana, & Rasyimah, 2008). Therefore, the concept of eco-friendly batik has emerged, which uses natural dyes and a more sustainable production process.

As public awareness of environmental issues increases, consumer behavior has also begun to change. Today's consumers consider not only product quality and price, but also the environmental impact of the products they consume. This phenomenon has given rise to the

concept of green purchase intention, which is the tendency of consumers to purchase products perceived as more environmentally friendly and sustainable. According to Icek Ajzen, intention is a primary factor influencing a person's behavior, including the decision to purchase environmentally friendly products (Ajzen, 1991).

## 1.2 Problem Statement

In the context of the batik industry, increasing environmental awareness has opened up opportunities for batik producers to develop more environmentally friendly batik products, such as batik with natural dyes or more sustainable production processes. Several batik-producing regions in Indonesia, such as Pekalongan, Solo, and Yogyakarta, have begun developing eco-friendly batik to reduce the pollution impact of the batik industry. However, consumer adoption of eco-friendly batik remains relatively limited due to various factors, including higher prices, a lack of information about environmental benefits, and low levels of trust in the product's eco-friendly claims.

Several previous studies have shown that various factors can influence consumers' green purchasing intentions. Research by Chen and Chang (2012) found that green trust, green perceived value, and green perceived risk influence purchase intentions for eco-friendly products. Furthermore, research by Dangelico and Pujari (2010) showed that eco-friendly product innovation can increase consumer interest in green products. Other research also shows that environmental knowledge and attitudes positively influence purchase intentions for eco-friendly products (Mostafa, 2007).

However, research on the factors influencing green purchase intentions still shows mixed results. Some studies find that product innovation has a significant influence on green purchase intentions, while others show that this influence is not always significant without consumer trust in environmentally friendly products. This suggests that consumer trust in environmentally friendly products can play a significant role in influencing green purchase intentions.

Based on these empirical phenomena and the differences in previous research findings, this study is crucial to analyze the factors influencing green purchasing intentions for batik products. This research is expected to contribute to the development of green marketing literature and provide recommendations for batik industry players in developing more sustainable marketing strategies.

## 1.3 Research Hypotheses

1. Product Innovation Influences Product Trust
2. Product Innovation Influences Green Purchase Intention
3. Product Trust Influences Green Purchase Intention
4. Product Innovation Influences Product Trust, which in turn impacts Green Purchase Intention

## 2.0 LITERATURE REVIEW

### 2.1 Product Innovation and Product Trust

Product innovation is a crucial strategy used by companies to increase competitiveness and meet evolving consumer needs. Product innovation can take the form of developing design, features, quality, or technology that provides added value for consumers. According to Philip Kotler and Kevin Lane Keller, product innovation is the process of developing or modifying a product with the aim of creating new value for consumers, thereby increasing the company's competitive advantage in the market (Kotler & Keller, 2016). Product innovation also plays a crucial role in building consumer trust in a product. When companies consistently present innovative products that are relevant to consumer needs, this can enhance the product's perceived quality and credibility in the eyes of consumers. Product trust itself is defined as consumer confidence that a product is capable of delivering the benefits, quality, and performance promised by the company (Delgado-Ballester, 2004).

Previous research has shown that product innovation is closely linked to the formation of consumer trust. Continuous innovation can create the perception that a company is highly committed to quality and customer satisfaction. This ultimately increases consumer trust in the products and brands offered (Rogers, 2003). Several empirical studies also support this relationship. Research conducted by Liando, Lukitaningsih, and Ningrum (2024) shows that product innovation has a positive effect on consumer trust because it can improve perceived quality and create new value for consumers. Innovation by a company signals its ability to continuously improve products according to market needs, thereby increasing consumer confidence in those products.

Furthermore, research by Sejati and Nasir (2025) also found that product innovation has a positive and significant effect on brand trust. Innovation that enhances the product user experience strengthens the relationship between the company and consumers and increases consumer confidence in product quality.

## 2.2 Product Innovation on Green Purchase Intention

Product innovation is a crucial strategy used by companies to create a competitive advantage while meeting evolving consumer needs. Product innovation is not only related to the development of new features or designs, but can also include innovations that consider environmental sustainability aspects, such as the use of environmentally friendly materials, waste reduction, and energy efficiency. According to Philip Kotler and Kevin Lane Keller, product innovation is the process of developing or improving products with the aim of providing added value for consumers and increasing a company's competitiveness in the market (Kotler & Keller, 2016).

In the context of sustainable marketing, environmentally oriented product innovation, or green product innovation, is a crucial factor influencing consumer behavior. Eco-friendly product innovation provides both functional and moral value to consumers because it not only provides personal benefits but also contributes to environmental conservation. According to Dalia Dangelico and Devashish Pujari, green product innovation is the development of products that consider environmental impacts throughout the product's life cycle, from raw materials to production and consumer use (Dangelico & Pujari, 2010). Green purchase intention itself is a consumer's tendency to purchase products perceived as environmentally friendly and having a minimal impact on the environment. This concept relates to consumer awareness of

environmental issues and the desire to contribute to sustainability through purchasing decisions. According to Icek Ajzen, within the framework of the Theory of Planned Behavior, intention is a primary factor influencing a person's behavior, including purchasing environmentally friendly products (Ajzen, 1991).

Several studies have shown that product innovation has a positive relationship with green purchase intention. Products featuring environmentally friendly innovations, such as the use of recyclable materials, biodegradable packaging, or energy-efficient technology, tend to increase consumers' perceptions of the product's environmental benefits. This can encourage consumers to intend to purchase more environmentally friendly products (Chen, 2010). Furthermore, green product innovation can increase consumers' perceived value and strengthen purchase intentions for environmentally friendly products. Consumers tend to be more interested in purchasing products that offer innovation while contributing to environmental protection. These findings suggest that product innovation not only enhances the product's functional value but also enhances consumers' perceived ecological value.

Furthermore, research by Dangelico and Pujari (2010) also shows that companies that develop green product innovations are able to increase consumer interest and purchase intention for environmentally friendly products. This innovation signals to consumers that the company is committed to sustainability and environmental responsibility. Thus, environmentally oriented product innovation can be a significant factor in increasing consumers' green purchase intention. Innovative and environmentally friendly products not only provide functional benefits but also provide social and ecological value, which can encourage consumers to choose them over conventional products.

### **2.3 The Relationship Between Product Trust and Green Purchase Intention**

Trust is a crucial factor influencing consumer behavior in purchasing decisions. In the context of green marketing, trust in environmentally friendly products is a crucial factor because consumers often face uncertainty regarding environmental claims made by companies. Trust in green products (green trust) can be defined as consumers' willingness to rely on a product based on the belief that it has reliable environmental performance and commitment. This concept was explained by Chen, who stated that green trust is a consumer's willingness to rely on a product or brand based on belief in the company's credibility, benevolence, and ability to fulfill promised environmental performance (Chen, 2010).

Several empirical studies have shown a positive relationship between product trust and green purchase intention. A study by Chen and Chang (2012) showed that trust in environmentally friendly products has a positive influence on consumer intention to purchase those products. Consumers who believe that a product has good environmental performance are more likely to purchase and use it. Furthermore, other studies have shown that consumer trust in green products can increase the likelihood of consumers choosing more environmentally friendly products over conventional products. Based on this description, it can be concluded that product trust plays a crucial role in increasing consumers' green purchasing intentions. The higher the level of consumer trust in environmentally friendly products, the higher the likelihood of consumers intending to purchase those products.

3.0 METHOD

Research Design: This survey was designed as a quantitative study, analyzing data using Structural Equation Modeling (SEM) to evaluate the direct and indirect relationships between the constructs of product innovativeness, product trust, and green purchase intention. A quantitative research design was considered because it allows for empirical hypothesis testing and causal processes among latent variables. The use of SEM allows for the simultaneous consideration of multiple interrelated dependencies within the proposed conceptual model, taking into account both mediating and structural relationships, leading to a more complete appreciation of the mediator's effects. Because this study aims to measure the influence of environmental knowledge and product innovativeness on green purchase intention, directly and through green trust, SEM appears to be an appropriate approach to address the complexity of these interactions.

The target population of this study is consumers located in the Yogyakarta region who are aware of eco-friendly or sustainable batik products. One hundred and eighteen participants were selected purposively, and purposive sampling is a non-probability sampling method suitable for research with certain characteristics. Participants who had at least basic information about eco-friendly batik and had decided to purchase batik in the past 12 months were included.

4.0 DATA ANALYSIS AND DISCUSSION

4.1 Data Analysis

From the research data, data analysis was conducted to answer the research questions and objectives. The results of the data analysis are shown in the following figure.

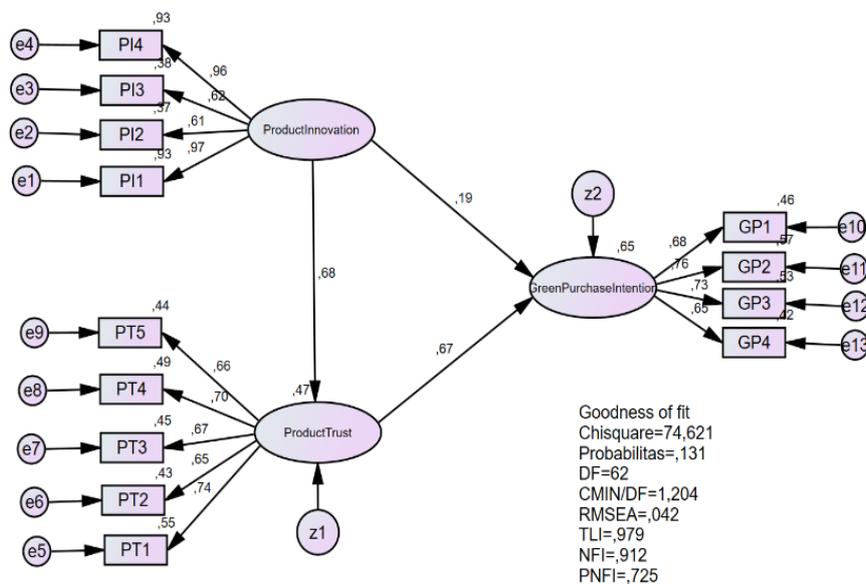


Figure 1 SEM Analysis with the AMOS Program

The results of the overall model analysis in this study are compared with the null cutoff value for each goodness of fit criterion, as presented in Table 1 below:

**Table 1: Model Test Results**

Goodness of Fit Index	Cut of Value	Result	Evaluation
X2 Chi-Square	X2 dengan df;62;p:5%= 82,529	74,621	Baik
Significancy probability	≥ 0,05	0,131	Baik
CMIN/DF	≤ 2,00	1,204	Baik
RMSEA	≤ 0,08	0,042	Baik
TLI	≥ 0,90	0,979	Baik
NFI	≥ 0,90	0,912	Baik
PNFI	≥ 0,60 ≤ 0,90	0,729	Baik

Table 1 shows the results of the structural model test, showing that the goodness of fit values for chi-square, significance probability, CMIN/DF, RMSEA, TLI, NFI, and PNFI met the requirements, thus concluding that the model was sound. After the model was declared sound, hypothesis testing was conducted, with the following results:

**Table 2: Hypothesis Test Results**

Hypotesis	Standardized Regression Weight	C.R.	P	Result
Product Innovation Influences Product Trust	0,682	6,535	0,000	Supported
Product Innovation Influences Green Purchase Intention	0,187	1,499	0,134	No Supported
Product Trust Influences Green Purchase Intention	0,667	4,343	0,000	Supported

Based on the analysis results in Table 2, it can be concluded that the first hypothesis, namely that Product Innovation influences Product Trust, is accepted. Meanwhile, the second hypothesis, namely that Product Innovation influences Green Purchase Intention, is rejected. The third hypothesis, namely that Product Trust influences Green Purchase Intention, is accepted.

**Table 3: Results of the Intervening Variable Hypothesis Test**

Hypotesis	Soble Test		Result
	t statistic	p-value	
Product Innovation Influences Product Trust, which in turn impacts Green Purchase Intention	1,892	0,029	Supported

The fourth hypothesis test examines whether the product trust variable is appropriate as an intervening variable. The analysis results in Table 3 indicate that Product Trust influences Green Purchase Intention, meaning that the product trust variable is appropriate as an intervening variable.

**4.2 Product Innovation and Product Trust**

The analysis results indicate that Product Innovation influences product trust. This means that higher levels of Product Innovation increase product trust. The results of the study indicate that product innovation has a positive and significant effect on product trust. This indicates that the higher the level of product innovation implemented by a company, the higher the level of consumer trust in that product. Product innovation by a company can improve consumer perceptions of product quality, superiority, and value, thereby strengthening consumer confidence in the product offered.

Product innovation is a company's effort to create or develop products that add value to consumers through developments in design, features, quality, and technology. According to Philip Kotler and Kevin Lane Keller, product innovation is a crucial strategy for companies to increase product value and create a competitive advantage in the market (Kotler & Keller, 2016). When a company is able to present products that are innovative and relevant to consumer needs, consumers will judge that the company has the ability and commitment to provide quality products. The results of this study also align with the innovation theory proposed by Everett M. Rogers, which states that innovation can increase consumer acceptance of a product because it provides a relative advantage over other products (Rogers, 2003). Innovative products are perceived as having greater benefits, thus increasing consumer trust in them.

This research finding is also supported by previous empirical research. Research conducted by Yen-Shen Chen (2010) shows that product innovation, particularly environmentally friendly product innovation, can increase consumer trust in a product because it signals a company's commitment to quality and environmental sustainability. Furthermore, research by Chen and Chang (2012) also found that green product innovation can increase consumer trust in environmentally friendly products, which ultimately influences consumer purchasing behavior.

Other research also shows that product innovation can increase consumer trust because it creates the perception that a company is competent in developing better products. Dangelico and Pujari (2010) explain that product innovation oriented towards consumer needs and environmental sustainability can increase company credibility and strengthen consumer trust in its products. Thus, the results of this study indicate that product innovation is a crucial factor in building consumer trust in a product. Products that exhibit innovation in terms of design, quality, technology, and environmental friendliness will increase positive consumer perceptions of the product. This trust, fostered by product innovation, can further encourage positive consumer attitudes and increase the likelihood of purchasing the product.

### **4.3 Product Innovation and Green Purchase Intention**

The results of this study indicate that product innovation does not significantly influence green purchase intention. This suggests that the level of product innovation undertaken by companies does not directly influence consumer intention to purchase environmentally friendly products. Although product innovation can improve product quality or features, consumers do not necessarily consider it a primary factor in determining purchase intention for products oriented towards environmental sustainability. In the context of green marketing, consumer decisions to purchase environmentally friendly products are often influenced by other factors such as environmental awareness, attitudes toward the environment, trust in the product, and perceived environmental value. Therefore, product innovation alone is not sufficient to drive green

purchase intention if consumers do not already have a strong awareness or trust in the product's environmental benefits.

These results align with research conducted by Setiawan, Sumurung, and Salwa (2024), which found that green innovation did not have a significant direct influence on green purchase intention. This study demonstrated that product innovation has a greater influence on environmental concern, which then indirectly influences green purchase intention through this mediating variable. These findings suggest that even when companies innovate environmentally friendly products, consumers do not always immediately intend to purchase these products. Consumers must first have a high level of environmental concern for product innovation to influence their purchasing decisions.

Other studies have found similar results. Research on purchasing behavior for environmentally friendly products shows that green product innovation does not directly influence green purchase intention, but it can influence other variables such as consumer innovativeness or consumer attitudes, which then drive green purchase intention. Furthermore, research by Gosari et al. (2023) on electric vehicle products also showed that product innovation had no significant influence on purchase intention, while other factors such as environmentally friendly product attributes and promotional strategies had a stronger influence on consumer purchasing decisions. These findings suggest that product innovation is not always the primary factor in shaping consumer purchase intention for environmentally friendly products. In many cases, consumers consider other factors such as trust in environmentally friendly claims, product price, environmental benefits, and brand reputation.

Therefore, the results of this study indicate that product innovation alone is not sufficient to increase consumer green purchase intention. Companies need to combine product innovation with other strategies such as increasing green trust, environmental education, and green marketing communications to better understand the environmental benefits of the products offered. This approach is expected to increase consumer environmental awareness and encourage intention to purchase environmentally friendly products.

#### **4.4 Product Trust and Green Purchase Intention**

The results of this study indicate that product trust has a positive and significant effect on green purchase intention. This indicates that the higher the level of consumer trust in environmentally friendly products, the higher the consumer's intention to purchase those products. Trust in a product is an important factor in purchasing decisions because consumers often face uncertainty regarding environmental claims made by companies.

In the context of green marketing, product trust (green trust) reflects consumers' belief that a product truly has environmental benefits and is able to fulfill the company's sustainability claims. When consumers believe a product is committed to environmental protection, they are more likely to believe that the product provides ecological benefits, thus increasing their intention to purchase it. The results of this study align with research conducted by Puspitasari, Hanifah, and Suyatno (2024), which found that green trust has a positive and significant influence on green purchase intention among consumers of environmentally friendly products.

This research showed that the higher the level of consumer trust in a product's environmental commitment, the higher the consumer's intention to purchase that product.

Another study by Satria, Haryanto, Rachmawati, and Endratno (2025) also found that green trust is a significant factor influencing green purchase intention among consumers of environmentally friendly products in Indonesia. Trust in a product can reduce consumer risk perception and increase confidence in the environmental benefits of the product. Furthermore, research by Judijanto et al. (2024) showed that green trust has a positive influence on green purchase intention, because consumers who believe in a product's credibility and environmental commitment tend to have a more positive attitude toward that product, thereby increasing their intention to purchase environmentally friendly products.

Similar findings were also demonstrated by research by Wahyumar, Manggabarani, and Desmintari (2023), who found that green trust significantly influenced green purchase intention. This study demonstrated that consumer trust in environmentally friendly products can increase consumer confidence that the product truly provides environmental benefits, thus encouraging consumers to choose that product in their purchasing decisions.

Based on these research findings and support from previous research, it can be concluded that consumer trust in environmentally friendly products plays a significant role in increasing green purchase intention. Consumers with a high level of trust in a product tend to be more confident in its quality and environmental benefits, thus increasing their intention to purchase environmentally friendly products. Therefore, companies need to build consumer trust through information transparency, environmental certification, and consistent implementation of sustainable business practices.

#### **4.5 Product Innovation, Product Trust, and Green Purchase Intention**

The results of this study indicate that product innovation influences green purchase intention through product trust as an intervening variable. This suggests that product innovation does not always directly increase consumers' green purchase intention; rather, it first builds consumer trust in the product, which then drives the intention to purchase environmentally friendly products.

Product innovation is a company's effort to develop products with more environmentally friendly features, technology, design, and production processes. However, in the context of green products, consumers are often skeptical of companies' eco-friendly claims. Therefore, trust in the product (product trust or green trust) is a crucial factor bridging the relationship between product innovation and green purchase intention. These results align with research by Setiawan, Sumurung, and Salwa (2024), which found that green innovation can increase consumers' positive perceptions of environmentally friendly products and drive purchase intention through certain psychological variables related to consumer perceptions and beliefs about these products. This research suggests that environmentally friendly product innovation needs to be accompanied by increased consumer trust to increase green product purchase intention.

Furthermore, research by Bahtiar and Asih (2025) shows that green trust plays a significant role as a mediating variable in increasing green purchase intention. Consumers who believe in

a product's credibility and environmental commitment are more likely to purchase it because trust can reduce perceived risk and increase confidence in the product's environmental benefits. This finding is also supported by research by Alhomaïd (2025), who found that green brand trust mediates the relationship between green marketing strategies and green purchase intention. This research confirms that consumer trust in environmentally friendly products or brands is a crucial mechanism linking various green marketing strategies to sustainable consumer purchasing behavior.

Other research also shows that consumer trust plays a strategic role in influencing purchasing decisions for environmentally friendly products. When consumers have a high level of trust in green products, they are more confident that the product truly provides environmental benefits, thus increasing their intention to purchase it. Thus, the results of this study indicate that product trust acts as a mediating variable, strengthening the relationship between product innovation and green purchase intention. Product innovation by companies will increase consumer trust in the product's quality, safety, and environmental benefits. This trust then encourages consumers to intend to purchase environmentally friendly products.

The implication of these findings is that companies need not only focus on developing environmentally friendly product innovations but also build consumer trust through transparent product information, environmental certification, and credible marketing communications. These efforts can increase consumer confidence in environmentally friendly claims, making product innovation more effective in increasing consumers' green purchase intentions.

## 5.0 CONCLUSIONS AND RECOMMENDATIONS

### 5.1 Conclusions

Based on the analysis and discussion of the research on the effect of Product Innovation on Green Purchase Intention, with Product Trust as an intervening variable, the following conclusions can be drawn:

#### 1. Product Innovation has a positive effect on Product Trust.

The research results show that product innovation by companies can increase consumer trust in the product. Innovations that include developing features, quality, design, and the use of more environmentally friendly materials can increase consumer perceptions that the product has better value and benefits, thereby increasing trust in the product.

#### 2. Product Innovation has no direct effect on Green Purchase Intention.

The research findings indicate that product innovation does not directly increase consumer intention to purchase environmentally friendly products. This suggests that consumers not only consider product innovation in determining purchase intention but are also influenced by other factors such as environmental awareness, perceived environmental value, and trust in the product.

#### 3. Product Trust has a positive effect on Green Purchase Intention.

Consumer trust in a product has been shown to have a significant influence on green purchase intention. The higher the level of consumer trust in the quality, safety, and environmental claims of a product, the higher the consumer intention to purchase that product.

#### **4. Product Trust can mediate the effect of Product Innovation on Green Purchase Intention.**

The research results indicate that product innovation can increase consumer green purchase intention if the innovation is able to build consumer trust in the product. In other words, trust in a product act as a mechanism that bridges the relationship between product innovation and green purchasing intentions.

#### **5.2 Recommendations**

1. Future research is recommended to add other variables that can influence green purchase intention, such as environmental concern, green perceived value, green knowledge, and attitude toward green products.
2. Future research can use a larger sample size and more diverse research subjects to better generalize the results.
3. Future research can also use a more complex research model, for example by adding other moderating or mediating variables to gain a deeper understanding of the factors influencing green purchase intention.

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