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The Influence of Green Trust and Green Product on Repurchase Decisions of Organic Fertilizer (Case Study on Corn Farmers in Tojo Una-Una Regency)

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A R T I C L E I N F O

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A B S T R A C T

This study aims to determine the simultaneous and partial effects of the variables green trust and green product on purchase decisions using a quantitative research method. The research data were obtained from questionnaires distributed to 71 respondents, namely corn farmers who had previously purchased organic fertilizer, as the research sample, using Purposive sampling and Accidental sampling methods for data collection. The analysis technique used was multiple linear regression analysis to perform F and t tests with the assistance of the IBM SPSS 25 application. The results of this study indicate that simultaneously, green trust and green product significantly influence the decision to repurchase organic fertilizer. The calculation results using the SPSS program show that the obtained coefficient of determination is 0.456. The results of the calculations using the SPSS program show that the obtained coefficient of determination is 0.456. This means that 45.6% of purchasing decisions are influenced by green trust and green products, while the remaining 54.4% of purchasing decisions are influenced by variables not examined in this study

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INTRODUCTION

Digitalization has transformed almost every aspect of human life, including the world of marketing. One area that has greatly benefited from technological advancements is green marketing, which is a marketing strategy that emphasizes environmentally friendly products and business practices. In this context, digitalization not only facilitates company operations but also strengthens the sustainability message that they want to convey to consumers (Eva Desembrianita et al., 2023; Rudianto et al., 2022)

Digitalization also makes it easier for companies to convey their messages about sustainability more effectively (Chaffey & Smith, 2017; Harini Vita Puteri & Frenky Situmorang, 2023). In addition, the use of digital platforms also allows companies to educate consumers about the importance of choosing environmentally friendly products and how this can contribute to the preservation of the earth. Through digitalization, companies can not only market their products more efficiently, but also become agents of change in spreading awareness about sustainability. By integrating digital technology into their green marketing strategies, companies can achieve various advantages, ranging from operational efficiency to market expansion, while also delivering positive impacts on the environment (Sugiyono, 2018).

According to (Sugiyono, 2018), through digital media, companies can utilize websites, applications, and social platforms to educate consumers about the environmentally friendly initiatives they undertake, such as the use of recycled raw materials or the reduction of carbon emissions in the production process. This is important because consumers are increasingly concerned with environmental issues and they seek products that not only meet their functional needs but also provide a positive impact on the environment (Adam et al., 2023; Yuliarini et al., 2020).

Consumer purchasing decisions are a framework used to understand the stages consumers go through when making a decision to buy a product or service. This process involves a series of steps starting from the recognition of needs to post-purchase evaluation. The consumer purchasing decision model is very important for marketers because it helps them design effective marketing strategies. By understanding the stages consumers go through in the decision-making process, marketers can identify critical points where they can influence consumer purchasing decisions, such as through effective advertising, providing relevant information, and delivering clear value from the offered product or service (Aunillah & Himawan, 2023; Utomo et al., 2023).

Consumers choose green products out of awareness of certain products and their sometimes still low level of concern. There is a need for information to be disseminated as one of the marketing techniques. The success of green marketing activities will build consumer trust in making purchase decisions, believing that the products used are not only good for themselves but also for the environment, thereby fostering confidence to continue using green products (Sugiyono, 2018).

With the growing awareness of sustainability and environmental conservation, the demand for environmentally friendly or green products continues to increase. These green products aim primarily to minimize negative impacts on the environment through various means, such as using recycled materials, reducing waste, and improving energy efficiency in their production processes (Agtriani & Prabawani, 2020; Aunillah & Himawan, 2023). Specialized marketing strategies for green products include conveying messages about sustainability and ongoing environmental responsibility by building an eco-friendly brand image. Environmentally friendly packaging can be implemented to reduce the use of plastics and disposable materials (Adam et al., 2018; Lilis M. Baligombo et al., 2025).

The development of green products is aimed at offering product alternatives that use chemicals while reducing pollution and waste. Green products are also designed to decrease the excessive use of natural resources in the production process and minimize harmful environmental impacts during production. The decision to repurchase organic fertilizers is influenced by several factors, including green products and green trust. Green products are related to purchasing decisions; they address the needs of environmentally conscious and concerned consumers (Dong & Huang, 2025; Hoang & Tung, 2024).

Green trust is related to purchase decisions. (Sugiyono, 2018) stated that green trust is used as a value indicator, where this indicator is linked to the perceived benefits of a product or service, so the green trust factor influences consumers to make a purchase decision. Green product trust (green trust) is the willingness to use certain products that are considered good and have a positive impact on the environment (Farhat et al., 2022; Gao et al., 2022).

Pupuk organik menurut American Plant Food Control Officials (AAPFCO) adalah bahan yang Containing carbon and one or more nutrient elements other than H and O that are essential for plant growth. Organic fertilizer is fertilizer derived from dead plants, animal manure, animal parts, and other organic waste that has undergone a processing procedure, in solid or liquid form, which can be enriched with minerals and beneficial microbes to increase nutrient and organic matter content in the soil as well as improve the physical, chemical, and biological properties of the soil (Mayrowani, 2016; Rizal et al., 2024). Organic fertilizers can be made from various types of materials, including plant residues (straw, crop residues, corn cobs, sugarcane bagasse, coconut husks), sawdust, animal manure, mushroom media waste, market waste, and household waste. The nutrient composition in organic fertilizers largely depends on the source of the base materials. According to their source, organic fertilizers can be identified as originating from agricultural and non-agricultural activities. Agricultural sources can be in the form of crop residues and livestock manure, while non-agricultural sources can come from urban organic waste, industrial waste, and so on (Faoziah et al., 2022; Lelang & Gusmao, 2019). Based on the background above, the research questions in this study are:

1. Do green trust and green products simultaneously have a significant effect on the repeat purchase decision of organic fertilizer among corn farmers in Tojo Una-Una Regency?

2. Does green trust have a significant effect on the repeat purchase decision of organic fertilizer among corn farmers in Tojo Una-Una Regency?
3. Does the green product have a significant effect on the repeat purchase decision of organic fertilizer among corn farmers in Tojo Una-Una Regency?

LITERATURE REVIEW

Definition of Green Trust

Green trust according to (Sugiyono, 2018), is the belief or expectation generated from credibility, integrity, and ability regarding the pro-environmental performance of foreign products. Green trust indicates the willingness to rely on a product, service, or brand based on the trust or expectation generated from credibility, truthfulness, and capability regarding its environmental performance. Green trust is one of the determining variables for consumers in increasing consumer green purchase intention. A high level of green purchase intention is caused by consumers having good trust in the producer (Amberg & Fogarassy, 2019; Liu et al., 2023).

Dimensions of Green Trust

According to Sugiyono (2018), to measure green trust, it includes four dimensions, namely: 1. Environmentally friendly: an environmentally friendly product is a product that aims to reduce negative impacts on the environment.2. Reliable: a reliable product is a product whose performance can be predicted and can provide consistent results regarding the environment.3. Trustworthy: a product is trustworthy if it meets the criteria of being environmentally friendly and the company that produces it has a commitment to the environment.4. Meets expectations: an environmentally friendly product is one that meets consumer expectations in protecting the environment.

Definition of Green Product

(Sugiyono, 2018), green product or environmentally friendly products are products that are designed and processed in a way to reduce effects that can pollute the environment, both in production, distribution, and consumption. According to (Sugiyono, 2018), green products are defined as industrial products produced through environmentally friendly technology and do not cause harm to the environment. It is stated that there are five advantages associated with green products, namely efficiency benefits, cost effectiveness, health and safety, performance, status, and comfort.

Green Product Dimensions

According to Sugiyono (2018), the dimensions of green products used include:

1. The level of danger of the product to human health can be measured based on the nature of the materials, health impact, and potential for transmission. Environmentally friendly products are products that do not pollute the earth or can help reduce negative impacts on the environment.
2. Product packaging, environmentally friendly products are products whose packaging can be recycled, such as paper, cardboard, glass, metal, and certain types of plastic.

3. Raw material materials, namely environmentally friendly raw materials such as organic, inorganic, and recycled materials. Examples of environmentally friendly raw materials are wood, bamboo, straw, and raw materials derived from animals such as cow, goat, and chicken manure.

Definition of Repurchase Decision

The repurchase decision is a stage of consumer behavior tendency in buying a product or service that has been done repeatedly over a certain period and actively can like and have an attitude (Maulida, 2022; Vajri Rahman, 2023) of a positive nature towards a product, goods, or service based on experiences that have been carried out in the past. Essentially, the repurchase decision is a subjective purchase within each individual concerning experiences directly related to economic transactions, influenced by quality, price, and service.

Repurchase Decision

Dimensions According to Kotler and Armstrong (2012), the dimensions of the repurchase decision consist of:

1. Purchase awareness is the initial stage in the buying process, which occurs when an individual realizes they have a need. At this stage, a person is not yet ready to buy, but rather seeks to understand what is happening.2. Post-purchase evaluation is the consumer's assessment of a product after using it. This evaluation helps consumers determine whether the product meets their expectations.3. Repeat purchase refers to consumers buying again because they are satisfied with their first purchase.4. Meeting consumer expectations means providing products that align with what consumers anticipate.

Conceptual Framework

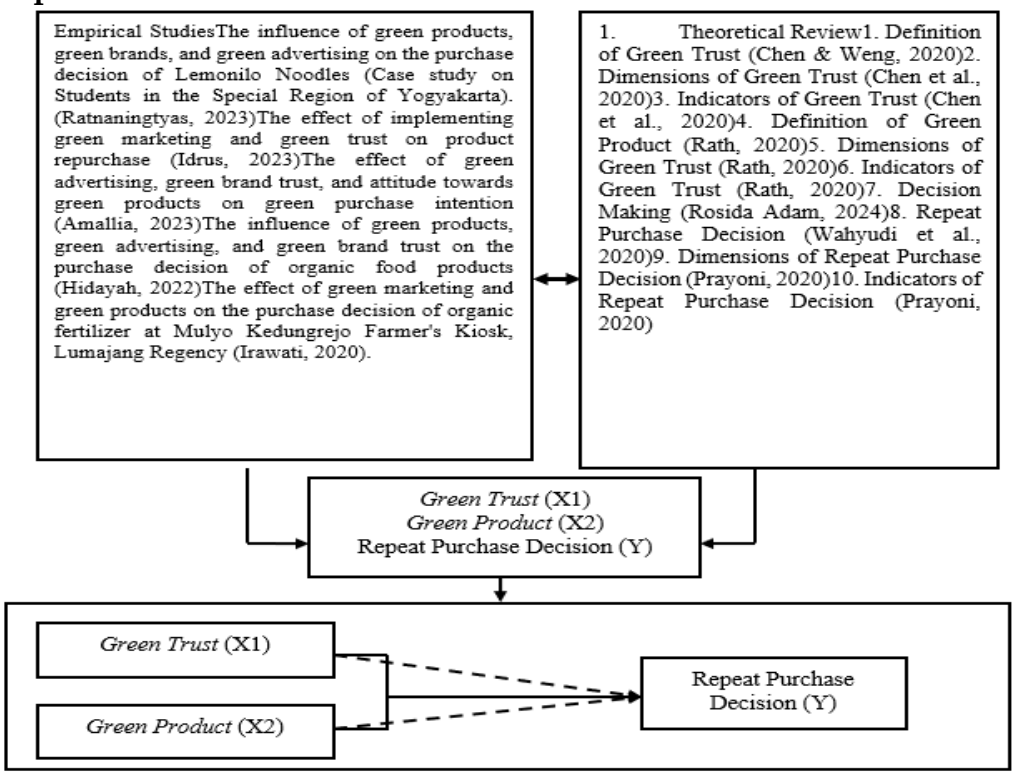

Figure 1. Conceptual Framework

Description:

⟶ = Simultaneous Effect

⇢ = Partial Influence

Hypothesis

According to Sugiyono (2018), a hypothesis is defined as a provisional answer to the formulation of a research problem. Hypotheses are formulated based on the theories and conceptual frameworks that have been previously described. From the theories and conceptual frameworks above, several hypotheses can be formulated as follows:

1. Green trust and green products simultaneously have a significant effect on the repurchase decision of organic fertilizers among maize farmers in Tojo Una-Una Regency.
2. Green trust has a significant effect on the repurchase decision of organic fertilizers among maize farmers in Tojo Una-Una Regency.
3. Green products have a significant effect on the repurchase decision of organic fertilizers among maize farmers in Tojo Una-Una Regency.

METHODOLOGY

This type of research is quantitative, focusing on identifying causal relationships with a cross-sectional approach. The population in this study consists of all maize farmers in Bongka Makmur Village, Ulubongka District, Tojo Una-Una Regency, totaling 250 people. The sample in this study includes maize farmers who have purchased organic fertilizer. To determine the sample size, the researcher used the Slovin formula to calculate the sample size. Therefore, the sample size in this study is 71 respondents. Data collection was conducted using a questionnaire that had been tested for validity and reliability.

Data analysis includes descriptive analysis, classical assumption tests (normality test, multicollinearity, heteroscedasticity), and multiple linear regression tests. The F-test and t-test are used to measure the significance of variables, while the coefficient of determination (R^2) is used to determine the extent to which independent variables influence the dependent variable. Data processing is carried out with the help of SPSS 25 software. The regression equation model for three independent variables is formulated as follows (Sugiyono, 2021).

$$Y = a + b1X1 + b2X2 + e$$

Description:

Y = Repurchase Decision
a = Constant
X1 = Green Trust Variable
X2 = Green Product Variable
e = Error Term (level of error)

Normality Test

The results of the normality test obtained from each statement item can be seen in Figure 4.8 below

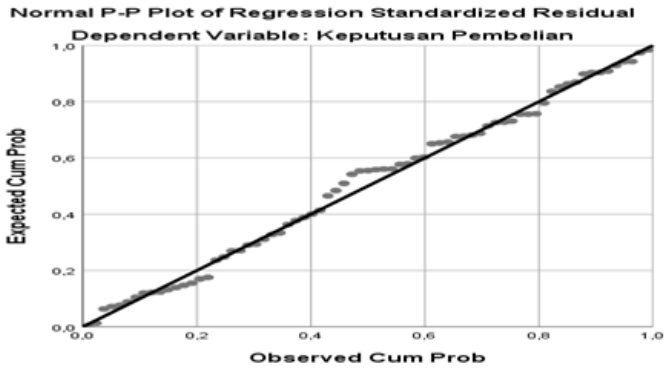

Figure 2. Normality Test Results

Based on Figure 1, it can be seen that the points in the figure always follow and approach the diagonal line. Therefore, based on the decision criteria in the normality test, it can be concluded that the residual values are normally distributed. Hence, the normality assumption in this study can be fulfilled.Multicollinearity TestThe results of the multicollinearity test in this study can be seen in Table 1 below:

Table 1. Multicollinearity Test Results

No	Variable	Tolerance	VIF	Description
1	*Green Trust (X1)*	,328	3,050	Non Multikolinearitas
2	*Green Product (X2)*	,328	3,050	Non Multikolinearitas

Source: Data processed in 2025

Based on Table 1, it can be seen that the obtained Tolerance value is greater than 0.10 and the VIF value is less than 10.00. Therefore, referring to the decision-making criteria in the multicollinearity test, it can be concluded that there are no symptoms of multicollinearity in the regression model, so the analysis can proceed.

Heteroskedasticity Test

The results of the heteroskedasticity test obtained from each statement item can be seen in the following

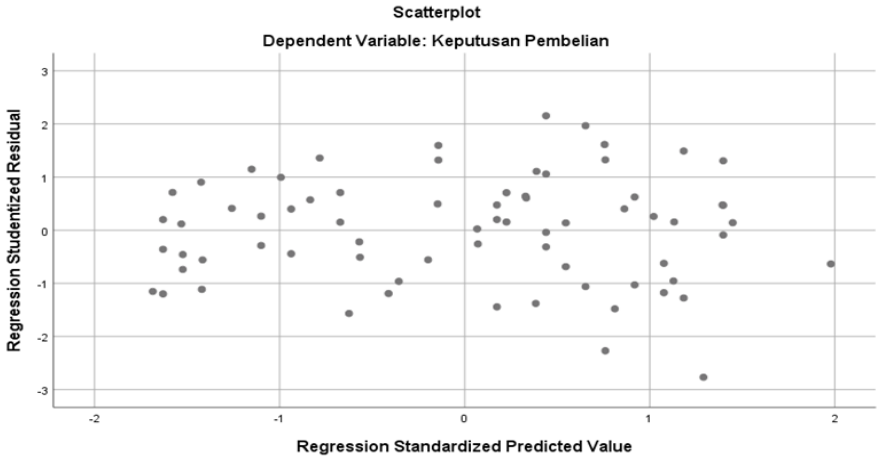

Figure 2. Heteroscedasticity Test Results

Based on Figure 2 above, it can be seen that the data points produced in this study do not have a specific pattern, such as clustering in the middle, narrowing and then widening, or vice versa, widening and then narrowing. It can be concluded that in this study there were no symptoms of heteroscedasticity.

RESULTS

This study uses multiple linear regression analysis with the aim of proving the hypothesis regarding the effect of green trust and green products on the repurchase decision of organic fertilizer among corn farmers in Bongka Makmur, Ulubongka District, Tojo Una-Una Regency. The results of the multiple linear regression analysis of this study can be seen in Table 4.6 below.

Table 2. Summary of Multiple Linear Regression Analysis Test Results

Dependent Variable Y = Repeat Purchase Decision					
***Independent* Variable**	***Unstandardized Coefficients***		***Standardized Coefficients***	**T**	**Sig**
	B	**Std. Error**	**Beta**		
Constant	17,423	7,252		2,402	,019
Green Trust	,354	,154	,359	2,300	,025
Green Product	,525	,235	,348	2,229	,029
R = 0,675			Sig.F = 0,000		
R Square = 0,456			α ≥ 0,05		
Adjusted R Square = 0,440					

Source: Processed data, 2025

Based on Table 2 above, the multiple linear regression model equation is obtained as follows:

$$Y = 17{,}423 + 0{,}354X1 + 0{,}525X2$$

The multiple linear regression equation model above can be explained as follows:1. The constant (a) is 17.423. This constant value means that if the independent variables (X1 and X2) are assumed to be zero, then the decision to repurchase organic fertilizer by corn farmers in Tojo Una-Una Regency is 17.423.2. Regression coefficient X1 = 0.354. This indicates that if the green trust indicator increases by one unit, the decision to repurchase organic fertilizer by corn farmers in Tojo Una-Una Regency also increases by 0.641.3. Regression coefficient X2 = 0.525. This indicates that if the green product indicator increases by one unit, the decision to repurchase organic fertilizer by corn farmers in Tojo Una-Una Regency also increases by 0.744.

Hypothesis Testing Resultsa

First Hypothesis Test

The first hypothesis of this study is that green trust and green product simultaneously have a positive and significant effect on the repurchase decision of organic fertilizer by corn farmers in Tojo Una-Una Regency. Based on the calculation results, the Sig-F value (α = 0.000) was obtained. This can be stated that simultaneously the independent variables have a significant effect on the dependent variable, thus the first hypothesis is proven.

a. Second Hypothesis Test

The second hypothesis of this study is that green trust partially has a positive and significant effect on the repurchase decision of organic fertilizer among corn farmers in Tojo Una-Una Regency. Based on Table 2, the significance probability of the green trust variable is 0.025 (α = 0.05), so it can be stated that the green trust variable (X1) has a positive and significant effect on the repurchase decision (Y) among corn farmers in Tojo Una-Una Regency. Thus, the second hypothesis is proven.

b. Third Hypothesis Test

The third hypothesis of this study is that the green product partially has a positive and significant effect on the repurchase decision of organic fertilizer among corn farmers in Tojo Una-Una Regency. Based on Table 2, the significance probability of the green product variable is 0.029 (α = 0.05), it can be stated that the green product variable (X2) has a positive and significant effect on the repurchase decision (Y) among corn farmers in Tojo Una-Una Regency. Thus, the third hypothesis is proven.

DISCUSSION

The results of the analysis obtained regarding the influence of green trust and green products on the repurchase decisions of organic fertilizers among corn farmers in Bongka Makmur, Ulubongka District, Tojo Una-Una Regency. The discussion of the results obtained in this study is as follows:

A. Green Trust and Green Products Simultaneously Have a Significant Influence on the Repurchase Decisions of Organic Fertilizers Among Corn Farmers in Tojo Una-Una Regency

Based on the results of this study, it was proven that simultaneously the independent variables, consisting of green trust and green product, have a significant effect on the repurchase decision of organic fertilizer among corn farmers in Bongka Makmur, Ulubongka District, Tojo Una-Una Regency. Based on the results of the multiple linear regression analysis test, it shows that green trust and green product significantly affect the repurchase decision of organic fertilizer among corn farmers in Bongka Makmur, Ulubongka District, Tojo Una-Una Regency. This study also indicates that the variable with the highest mean value is green product, with a total mean greater than the total mean of the green trust variable.

Green trust is the consumer's belief in a product's ability to perform well with regard to the environment. Green trust also includes consumer confidence in a brand due to its commitment to environmental preservation. Green trust is often associated with the credibility, goodness, and capability of a company in protecting the environment. Green trust is very important because it can encourage consumers to choose eco-friendly products by supporting companies that care about the environment. This trust can increase consumer loyalty and drive repeat purchases.

Green product is a product that does not cause damage to the environment and natural resources, and does not cause pollution. A green product is a product that is designed and manufactured with consideration of its impact on the environment, from the production stage to disposal. Green products often use environmentally friendly raw materials, such as recycled materials, organic materials, or materials that are easily biodegradable. The production process of green products is also designed to reduce pollution, energy waste, and emissions. The packaging of green products is often environmentally friendly as well, for example, made from recycled materials or easily biodegradable materials. Green products aim to reduce or eliminate negative impacts on the environment, such as air, water, soil pollution, and greenhouse gas emissions. This supports corn farmers in making repeat purchases because of the benefits gained from using environmentally friendly organic fertilizers.

Repeat purchases can be observed from the actions of consumers who buy products of a certain brand. If consumers feel satisfied and tend to feel that the brand meets their satisfaction, then they may repurchase the same product from that brand or buy other products from the brand's line. Customers will feel satisfied if the services or goods they receive meet the expectations they have anticipated. Thus, ultimately, the intention to repurchase a product will arise.

The results of this study indicate that if the green trust held by corn farmers aligns with their perceptions, they will repurchase. Similarly, the better the green product, the more positive impact it has on the environment and farmers, leading farmers to consistently purchase organic fertilizers. This study aligns with the research conducted by (Sugiyono, 2017), whose findings show that green advertising, green brand trust, and attitudes toward green products simultaneously have a significant effect on the intention to repurchase products. (Sugiyono, 2017) also found that green brand, green advertising, and green brand trust simultaneously have a significant effect on the purchase decisions of organic food.

B. Greent Trust Significantly Influences the Repurchase Decision of Organic Fertilizer Among Corn Farmers in Tojo Una-Una Regency

Based on the results of this study, it is proven that the green trust variable has a significant influence on the repurchase decision of organic fertilizers by corn farmers in Bongka Makmur, Ulubongka District, Tojo Una-Una Regency. Based on the t-test results, it can be stated that the green trust variable partially has a significant effect on the repurchase decision of organic fertilizers by corn farmers in Bongka Makmur, Ulubongka District, Tojo Una-Una Regency. The repurchase decision of organic fertilizers is influenced by several factors, including previous experience with the product. Consumers tend to repurchase products that provide them with trust. Environmentally friendly organic fertilizers that are reliable, trustworthy, and meet farmers' expectations, such as improving crop quality and providing a good experience when used, encourage repurchase decisions.

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C. Green Product Significantly Influences the Repurchase Decision of Organic Fertilizer Among Corn Farmers in Tojo Una-Una Regency

Based on the research results, it shows that green products partially have a significant effect on the repurchase decision of organic fertilizers among corn farmers in Bongka Makmur, Ulubongka District, Tojo Una-Una Regency. Based on the t-test results, it is stated that the green product variable partially has a significant effect on the repurchase decision of organic fertilizers among corn farmers in Bongka Makmur, Ulubongka District, Tojo Una-Una Regency.

Green product Organic fertilizer refers to environmentally friendly organic fertilizer. A green product refers to a product that has minimal or even positive impact on the environment. A green product is an organic fertilizer produced with consideration of environmental impact, whether in the production process, usage, or waste management. A green product is an organic fertilizer produced to naturally and sustainably improve soil fertility. Consumers who care about the environment tend to prefer environmentally friendly products. If the organic fertilizer meets farmers' expectations, they will repurchase the product. Consumers' perception of the benefits of green products is also very important; if consumers believe that green products can help reduce environmental pollution, they will repurchase the organic fertilizer product.

Research supporting this study was conducted by Sugiyono (2017), whose results showed that green products partially have a significant effect on repurchase intention. Sugiyono (2017) also found that green products partially have a significant effect on the purchase decision of organic food. Nurhayati (2017) found that green products partially have a significant effect on the purchase decision of Lemonilo noodles among students in the Special Region of Yogyakarta. Nurhayati (2017) also found that green products partially have a significant effect on repurchase interest.

CONCLUSIONS

Based on the results of the research and discussion, the conclusions of this study can be drawn as follows:

1. Green trust and green product simultaneously have a significant effect on the repurchase decision of organic fertilizer among corn farmers in Tojo Una-Una Regency.
2. Green trust has a significant effect on the repurchase decision of organic fertilizer among corn farmers in Tojo Una-Una Regency.
3. Green product has a significant effect on the repurchase decision of organic fertilizer among corn farmers in Tojo Una-Una Regency.

RECOMMENDATIONS

Based on the research results, discussion, and conclusion, the researcher can provide several suggestions from the research findings as follows:

1. In terms of green trust in organic fertilizers improving soil quality, the author suggests providing education to farmers regarding the proper use of organic fertilizers so that they can improve soil quality.
2. In terms of green products made from organic waste, the author suggests ensuring that, before use, organic fertilizers contain balanced nutrients to meet the needs of the plants.
3. To increase repurchase decisions, attention should be given to green trust and green products so that organic fertilizers remain beneficial for the environment and sustainable agriculture.
4. For future researchers conducting similar studies, it is expected to add other factors that may influence repurchase decisions, so that a broader picture of the variables and factors affecting repurchase decisions can be provided.

FURTHER STUDY

This research still has limitations, so further studies are needed on the topic of the influence of green trust and green products on repurchase decisions of organic fertilizers among corn farmers in Tojo Una-Una Regency to improve this research and expand the knowledge of readers and authors.

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