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The Influence of Attitude and Trust in Green Banking on Customer Interest in Opening an Account: Case Study of PT Bank Central Asia Tbk

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ABSTRACT

This study aims to analyze the factors that influence customer interest in using green banking services, specifically when opening an account at BCA. Using a quantitative approach and the SEM-PLS method with a sample of 385 respondents, the study found that the variables Green Perceived Value, Green Trust, Environmental Concern, Perceived Consumer Effectiveness, Perceived Environmental Integrity, and Collectivism have a significant effect on Green Purchase Intention. Meanwhile, Green Perceived Risk does not show a significant effect. This finding confirms the importance of environmental values and trust in encouraging the adoption of sustainable banking services.

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1. INTRODUCTION

With the rise in global awareness of sustainability and environmental conservation, the banking sector has been encouraged to adopt sustainable practices through the concept of green banking. Green banking is understood as a business approach that focuses on long-term environmental conservation through environmentally friendly operations [1]. At the global level, financial authorities such as the Fed, together with the FDIC and OCC, published the "Principles for Climate-Related Financial Risk Management for Large Financial Institutions" in October 2023, which provides a framework for large banks to identify, measure, and control climate-related financial risks, both physical and transition risks [2]. In practice, the implementation of sustainable finance is also evident in Latin America, where at least 448 banks in 16 countries have been mapped, and around 267 of them have implemented sustainable banking products, with Brazil, Colombia, and Argentina as the main contributors [3].

In Indonesia, green banking practices are regulated by POJK No. 51/POJK.03/2017 on the implementation of sustainable finance, which defines sustainable financial products and/or services as services that integrate economic, social, environmental, and governance aspects into their features. Meanwhile, POJK No. 42/POJK.03/2017 regulates conventional credit as the provision of funds based on a loan agreement that must be repaid with interest within a certain period. Thus, products in green banking practices

lead to financing that supports sustainability and is environmentally friendly. OJK also published the "Taxonomy for Indonesian Sustainable Finance" as a guideline for assessing green activities, where an activity is categorized as green if it meets all Environmental Objectives (EO) and some Essential Criteria (EC). In contrast, transitional activities meet some EO and some EC [4].

One of the private banks that has aggressively adopted green banking is PT Bank Central Asia Tbk (BCA). BCA offers various sustainable banking products such as green loans, green bonds, and investment funds that focus on companies with environmentally responsible business practices, as well as providing special promotions and interest rates for commercial and SME debtors engaged in environmentally friendly businesses [5], [6]. BCA's report (2024) shows a significant increase in its green credit portfolio with a CAGR of 12.7%, from IDR 116 trillion (2022) to IDR 184 trillion (2024), which includes financing for renewable energy, environmentally friendly transportation, and other sustainable sectors. BCA is also active in financing new and renewable energy (outstanding IDR 3 trillion), the electric vehicle ecosystem (IDR 2,348 billion), green bonds (IDR 1,635 billion), and sustainable palm oil financing with an increasing proportion of ISPO/RSPO-certified debtors. On the operational side, BCA implements carbon emission efficiency through transaction digitalization (less paper, less mobilization, less emission), archive and electronic waste management, environmentally friendly building construction, and the planting of 51,500 trees that contribute to emission absorption. These various efforts have led BCA to achieve good ESG ratings, including an A rating from the MSCI Indonesia Index, Thomson Reuters–Refinitiv, an A+ from FIHRRST, and inclusion in the top 10 constituents of FTSE4Good, reinforcing the evidence that ESG implementation can enhance reputation and investor interest [7](, although several studies mention that the impact on short-term profitability is not yet significant and is more of a long-term investment [2], [8], [9].

From the demand side, public interest—especially among the younger generation—in environmental issues in Indonesia shows a positive trend. A KedaiKOPI survey (2021) shows that 77.4% of the younger generation is interested in environmental issues, with Gen Z (78.2%) slightly higher than Gen Y (76.5%), in line with the target market for BCA savings products such as Tahapan Ekspresi (18–30 years old) and Tahapan BCA (21–42 years old). A survey by Katadata Insight Center (2021) also found that consumers buy environmentally friendly products because they want to contribute to preserving the earth, feel the benefits of the products, and are attracted to the positive image of the brand, in addition to factors such as accidentality and brand popularity. On the other hand, BCA actively publishes its sustainability achievements and ESG awards through its Annual Report, BCA website, Tempo, and BusinessNews to build information credibility, which is an important first step in the consumer persuasion process [10]. However, a pre-survey of 30 prospective BCA customers revealed that most respondents were not yet aware of green banking practices, despite agreeing with the concept and not considering these practices as the primary reason for opening an account. This condition illustrates the gap between the high level of interest in environmental issues, BCA's strong sustainability positioning, and the low level of customer awareness of green banking, which is an important research gap that needs to be further explored.

Table 1. Pre-Survey

No	Question Item	Yes Answer	No Answer
1	Do you know about the green banking practices implemented by BCA?	8	22
2	Do you agree with banks that implement green banking practices?	30	0

No	Question Item	Yes Answer	No Answer
3	Is your reason for opening an account at BCA based on its implementation of green banking programs?	2	28

Source: Author's processed data (2025)

The pre-survey results show that most prospective customers do not yet understand the green banking practices implemented by BCA. Of the 30 respondents, 22 said they were not aware of green banking practices, even though all respondents agreed with their implementation. However, when asked whether they opened an account at BCA because of green banking practices, 28 respondents answered no. This finding is consistent with [11] research in Saudi Arabia, which revealed that low public awareness of sustainability in the banking world is caused by a lack of understanding of the importance of green banking and its contribution to environmental preservation. Similarly, [12] stated that low customer awareness of the concept, benefits, and availability of green banking services resulted in minimal demand for environmentally friendly financial products. In addition, [13] emphasized that brand image plays a strong role in influencing consumer decisions in conducting financial transactions, so that low awareness can hinder the use of sustainable products even though banks have implemented them.

Based on these phenomena, the researchers consider it important to understand BCA customers' preferences regarding the concept of green banking. This study aims to provide in-depth insights into customer preferences for sustainable banking products and the factors that influence them, thereby providing strategic input for BCA in designing more effective marketing strategies. Furthermore, the research problem formulation was developed by considering BCA's seriousness towards sustainability issues, as demonstrated by its ESG ratings, such as an A rating from the MSCI Indonesia Index, an A rating from Thomson Reuters–Refinitiv, an A+ rating from FIHRRST, and BCA's inclusion in the top 10 constituents of the FTSE4Good —and the high level of interest among Indonesia's younger generation in environmental issues, according to a survey by KedaiKOPI (2021). However, challenges such as low public awareness, as revealed by [11], and low demand for green products, as explained by [12], highlight the need to examine the factors that determine customer interest. Therefore, this study adopts variables that influence interest in green banking, as proposed by [5] — Perceived Consumer Effectiveness, Collectivism, Environmental Concern, Perceived Environmental Integrity, Attitude Toward Green Banking—and additional variables from [14], namely Green Perceived Risk, Green Perceived Value, and Green Trust, which are then elaborated in the research questions and objectives.

2. LITERATURE REVIEW

2.1 Marketing

Marketing is an important foundation in the business world because it focuses not only on sales activities but also on a deep understanding of consumer behavior, the creation of added value, and the management of long-term relationships between companies and customers. According to [15], marketing is a social process in which individuals and groups obtain what they need and want through the creation, offering, and free exchange of valuable products or services with others, where the main objective is to understand customers well so that products or services can sell themselves because they meet their needs. [16] adds that marketing is a function that has the most contact with the external environment, while companies have limited control over that environment, so marketing plays an important role in attracting buyers and directing them to consume the products offered. Based on the views of these experts, the author concludes that marketing is a strategic function that not only aims to sell, but also to understand consumer needs, create

value, build long-term relationships, and adapt business strategies to the dynamics of the external environment, thus becoming a key element in achieving competitive advantage and company success in the market.

2.2 Green Marketing

In recent decades, attention to environmental and sustainability issues has increased in various sectors, including the business world, in line with changes in consumer behavior that are increasingly concerned about ecological impacts, thereby encouraging companies to adopt strategies that are more socially and environmentally responsible. Green marketing is described by [17] as an organization's efforts to produce, promote, package, and claim products in a manner that is highly sensitive to ecological issues, while [18] state that green marketing is a business practice that promotes products or services with a focus on environmental sustainability and human health to enhance the company's image and meet consumer demand, which is increasingly concerned about the environmental impact of the products they buy. Furthermore, [19] define green marketing as a marketing strategy that emphasizes environmentally friendly products and business practices, covering various activities to create and facilitate transactions that meet consumer needs with minimal environmental impact, while enhancing brand image and encouraging consumers to make more sustainable choices. Based on the theories of these experts, the author concludes that green marketing is a strategic approach that not only aims to meet market needs but also emphasizes responsibility for environmental sustainability through the creation of environmentally friendly products and the development of a positive image in the eyes of consumers who are increasingly concerned about ecological issues.

2.3 Perceived Green Risk

In an era of increasing environmental awareness, consumers not only consider the benefits of environmentally friendly products, but also pay attention to the risks that may arise from their use. According to [20], perceived risk is consumers' perception of uncertainty and potential negative consequences when engaging in an activity, while [14] explains that Green Perceived Risk covers two main perspectives, namely product consequences and uncertainty. Studies show that perceived risk arises when consumers are unsure about their purchasing decisions or when there are other alternatives that are considered more valuable. There is a difference between risk and uncertainty, where "risk" refers to situations with unknown probabilities, while "uncertainty" refers to conditions where the probability of outcomes cannot be determined precisely; however, marketers often use the two terms interchangeably because consumers are generally unable to distinguish between them. This confusion is exacerbated when there are too many product choices available, hindering consumers from making the right decision. In [14] study, perceived green risk is categorized into seven elements, namely financial, performance, physical, psychological, social, time, and opportunity cost risks. Overall, green perceived risk is defined as factors evaluated by consumers related to consequences and uncertainties that can create barriers in the decision-making process for purchasing environmentally friendly products.

2.4 Green Perceived Value

In the context of marketing that is increasingly focused on sustainability, Green Perceived Value is an important concept that describes how consumers assess the net benefits of environmentally friendly products. According to [14], green perceived value is "consumers' overall assessment of the net benefits of a product or service between what is received and what is given based on environmental desires, sustainability

expectations, and green needs," so that product value is not only seen from what is paid, but also from the extent to which the product meets consumer needs to protect the environment. This green value is assessed from two perspectives: economic, which is the relationship between price and benefits obtained, and psychological, which is consumers' understanding and knowledge that influences purchasing decisions. In addition, strong green value can be the basis for effective promotional strategies because products become more attractive when they can meet consumer needs and expectations related to sustainability. Thus, Green Perceived Value plays an important role in purchasing decisions, as consumers tend to choose products that are not only affordable but also contribute to environmental goals.

2.5 Green Trust

In sustainable marketing, green trust is an important element that influences consumer behavior towards environmentally friendly products. [21] define trust as the willingness of a party to be vulnerable in the hope that the other party will take actions that are considered important, while [22], [23] emphasize that trust can arise from product attributes. [15] state that trust is built through three main blocks: competence, honesty, and benevolence, all of which play an important role in maintaining long-term relationships with customers. Chen in [24] defines green trust as consumers' willingness to rely on products or brands based on their environmental performance, with functional and social values as influencing factors and mediators between consumption values and green purchase intentions. Thus, green trust is greatly influenced by the extent to which companies meet consumer expectations regarding sustainability, so that a strong environmental commitment can increase loyalty and the intention to purchase green products.

2.6 Collectivism

In social science, the concept of collectivism emphasizes group interests over individual interests, where according to [25], collectivism is understood as a social orientation that emphasizes the importance of interpersonal relationships within a group and focuses on common interests and welfare. Based on this explanation, it can be concluded that collectivism is a social value that views individual identity as part of a larger community, so that individuals tend to place group interests above personal interests. This concept emphasizes the importance of solidarity, cooperation, and collective responsibility, where individual success is often measured by their contribution to the group.

2.7 Environmental Concern

With the rise of sustainability issues, environmental concern has become an important aspect in supporting sustainable actions. According to [26], environmental concern is active and concrete actions taken by a person in response to environmental issues, in line with the definition in the Big Indonesian Dictionary that concern means paying close attention to something that is happening around them and manifesting this through action. The environment itself is understood as a space or condition that affects the lives of living things, including physical elements such as natural resources, soil, water, energy, plants, and animals. Based on this understanding, concern for the environment is not only awareness but also concrete actions to improve environmental conditions, including physical aspects and the wider ecosystem.

2.8 Perceived Environmental Integrity

In this study, perceived environmental integrity refers to the level of consumer trust in the integrity and competence of banks in implementing green banking practices, which is similar to the relationship between brand influence and brand trust as described by

[5]. [27] adds that brand trust is the ability of a brand to fulfill its promised values so that it can be trusted and relied upon by consumers, and plays an important role in building long-term relationships, while brand image is consumer perception based on experience, communication, and brand representation, which, if positive, can increase trust and influence loyalty and purchasing decisions.

2.9 Conceptual Framework

Previous studies have shown varying results regarding green banking, green marketing, and sustainable consumer behavior. [28] found that trust, attitude, perceived behavioral control, subjective norms, and perceived environmental outcomes increase behavioral intention, while environmental consciousness is not significant. Green banking practices encourage customer loyalty through environmental consciousness, trust, and reputation. [14] found that GPV and green trust had a positive effect on GPI, while GPR did not. Other studies show that factors such as attitude toward green banking, collectivism, environmental concern, perceived environmental integrity [5], facilitating conditions and performance expectancy, and environmental awareness influence green banking intention. Other findings highlight the role of emotions and moral values [29], cultural and psychological factors [11], and various results related to green banking and loyalty [24], [30]. In addition, perceived value, brand image, price, product features, social influence, green marketing, and halal products also influence purchase intention, satisfaction, and loyalty [17], [31].

Specifically, [14] combines TPB and TPR to explain GPI through GPV, GPR, and green trust, with findings of gender moderation. [5] use TPB to analyze the intention to use green banking. Based on these two studies, the research model was developed by integrating GPV, GPR, green trust, and relevant TPB variables, without including gender because it was not in line with the characteristics of BCA's target market.

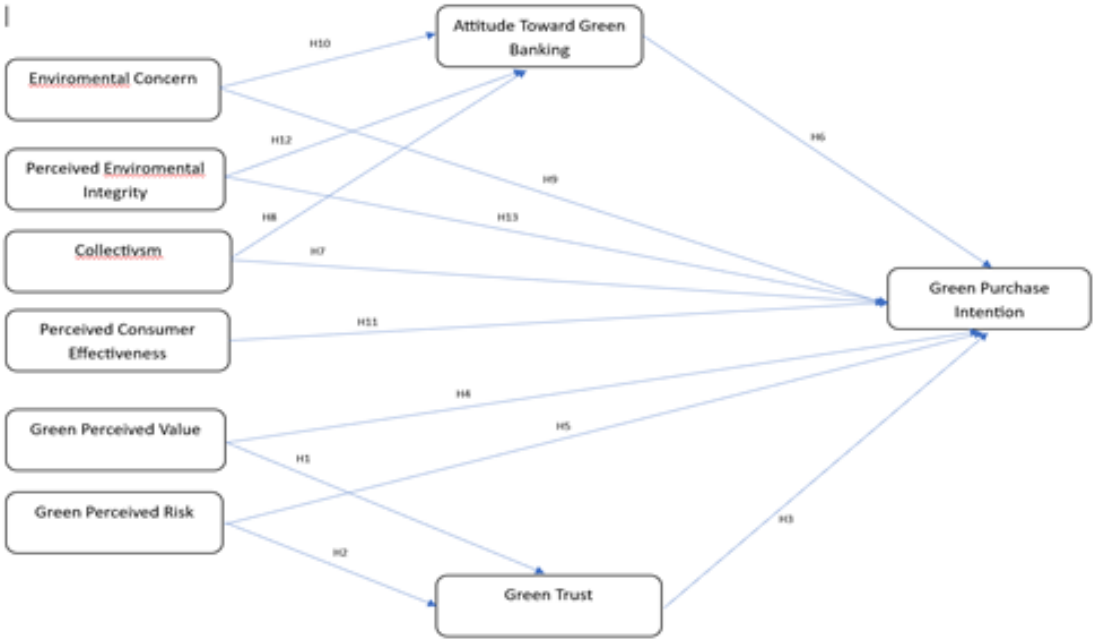

Figure 1. Modified Conceptual Framework Model
Source: Author's elaboration

3. RESEARCH METHOD

This study uses a quantitative approach with an explanatory research method, as it aims to explain the causal relationship between the variables of green perceived value, green perceived risk, green trust, environmental concern, collectivism, perceived consumer effectiveness, perceived environmental integrity, attitude toward green banking, and green purchase intention. The quantitative approach allows for objective hypothesis testing through statistical analysis, thereby providing an empirical picture of the factors that influence consumers' intentions to use green banking services. Primary data was obtained through a 1–5 Likert scale online questionnaire, while secondary data was obtained from scientific journals, bank reports, and literature related to green banking and previous studies.

The research population consisted of BCA customers who were aware of or had used green banking services such as e-banking, mobile banking, or other digital transactions. The sampling technique used non-probability sampling with the purposive sampling method, based on the following criteria: (1) active BCA customers, (2) users of BCA digital services, and (3) understanding of the concept of sustainability. The sample size was determined using the [32] formula, which is 5–10 respondents per indicator, so that from 25 indicators, a minimum of 125–250 respondents were needed; this study used 200 respondents to be adequate for SEM-PLS analysis. The variables used in the study were measured based on indicators from various sources, such as [14], [15], [24]–[26], [33].

Data analysis was performed using Structural Equation Modeling–Partial Least Square (SEM-PLS) with SmartPLS 4 software. The analysis stages included outer model testing (convergent validity, discriminant validity, composite reliability, and Cronbach's Alpha) and inner model testing (R-square, Q-square, f-square, and path coefficient through bootstrapping). Hypothesis testing was conducted based on the criteria of t-statistic > 1.96 and p-value < 0.05, so that it could be determined whether the relationship between variables in the research model was statistically significant.

4. RESULTS AND DISCUSSION

4.1 Demographic Respondents

In this study, the number of respondents successfully collected was 385 people with the criteria of Indonesian citizens who planned to open a BCA savings account, where the questionnaire was distributed through Google Form and shared through social media such as WhatsApp, Instagram, and X. Based on demographic characteristics, the respondents consisted of 188 males (48.5%) and 197 females (51.1%), indicating that the majority of respondents were female—a finding in line with [5], who stated that women tend to be more interested in green banking issues. In terms of age, the respondents were dominated by the 17–35 age group with 266 people (69.2%), followed by respondents over 35 years of age with 111 people (28.6%), and only 8 respondents (2.2%) were under 17 years of age. This composition shows that most of the productive age group do not yet have a BCA account, which is relevant to the target market of BCA's Tabungan Tahapan product, which targets the 21–42 age group, and is consistent with [5], who found a dominance of respondents aged 20–39 years in a study related to green banking. Based on occupation, the majority of respondents were private employees (138 people or 35.9%), followed by civil servants (107 people or 27.9%), entrepreneurs (102 people or 26.2%), and students (38 people or 10%), indicating that relatively many private employees and civil servants do not have BCA accounts because the payroll system of the institutions where they work does not use BCA. In terms of region of origin, respondents came from all over Indonesia, with 116 people (30.1%) from Western Indonesia, 128 people (33.3%) from Central Indonesia, and 141 people (36.6%) from Eastern Indonesia, indicating that Central and Eastern

Indonesia had a larger proportion of respondents who intended to open a BCA account compared to Western Indonesia.

4.2 Measurement Model

The outer model in SEM-PLS is used to measure construct validity, which is the extent to which latent variables are represented by measurable indicators [32].

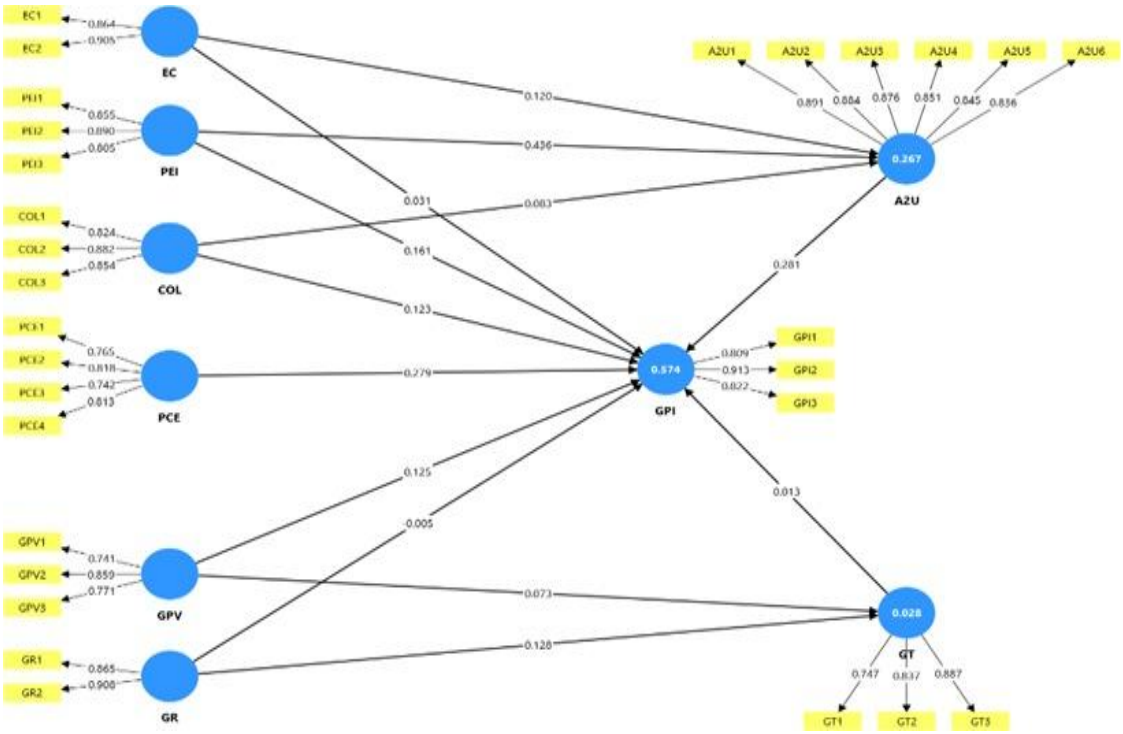

Figure 2. Outer Model
Source: Author's processed data (2025)

The measurement model in this study consists of a reflective measurement model where all variables are measured reflectively. The evaluation of the reflective measurement model consists of a loading factor ≥ 0.70 and AVE ≥ 0.50 [32]. Reliability measurement can be seen from the Cronbach's Alpha and Composite Reliability values. If the Cronbach Alpha value is > 0.6 and the Composite Reliability is > 0.7, then it is considered reliable [32].

Table 2. Loading Factor and Average Variance

Variable	Code	Loading Factor	AVE	Cronbach's Alpha	Composite Reliability
Green Purchase Intention	GPI1	0.809	0.721	0.805	0.810
	GPI2	0.913			
	GPI3	0.822			
Green Perceived Risk	GPR1	0.865	0.786	0.730	0.747
	GPR2	0.908			
Green Perceived Value	GPV1	0.741	0.627	0.701	0.712
	GPV2	0.859			
	GPV3	0.771			
Green Trust	GT1	0.747	0.682	0.775	0.842
	GT2	0.837			
	GT3	0.887			
	A2U1	0.891	0.747	0.932	0.937
	A2U2	0.884			

Variable	Code	Loading Factor	AVE	Cronbach's Alpha	Composite Reliability
Attitude Toward Green Banking	A2U3	0.876			
	A2U4	0.851			
	A2U5	0.845			
	A2U6	0.836			
Perceived Environmental Integrity	PEI1	0.855	0.724	0.793	0.796
	PEI2	0.890			
	PEI3	0.805			
Perceived Consumer Effectiveness	PCE1	0.765	0.617	0.725	0.738
	PCE2	0.818			
	PCE3	0.742			
	PCE4	0.813			

Source: Author's processed data (2025)

The results of the outer model testing show that all indicators in the research variables have met the convergent validity criteria with a loading factor value above 0.70, so that each indicator is able to adequately represent the construct. The Green Purchase Intention (GPI) variable has a loading factor of 0.809–0.913 and an AVE of 0.721, while Green Perceived Risk (GPR) shows strong convergent validity with a loading factor of 0.865–0.908 and an AVE of 0.786. Green Perceived Value (GPV) has a loading factor of 0.741–0.859 and an AVE of 0.627, while Green Trust is in the range of a loading factor of 0.747–0.887 with an AVE of 0.682. Attitude Toward Green Banking is the strongest construct with a loading factor of 0.836–0.891 and an AVE of 0.747, followed by Perceived Environmental Integrity (PEI), which has a loading factor of 0.805–0.890 and an AVE of 0.724, and Collectivism, which has a loading factor of 0.824–0.882 and an AVE of 0.729, showing solid internal consistency. Perceived Consumer Effectiveness (PCE) and Environmental Concern (EC) also met the validity criteria with AVE of 0.617 and 0.783, respectively. In terms of reliability, the Cronbach Alpha and Composite Reliability values of all constructs were above the minimum threshold. Some constructs, such as Attitude Toward Green Banking, even achieved very high reliability (0.937). Therefore, the research instrument was declared valid, reliable, and suitable for use in continuing the inner model analysis.

Table 3. Fornell Larcker

Variable	A2U	COL	EC	GPI	GPV	GPR	GT	PCE	PEI
A2U	0.864								
COL	0.319	0.854							
EC	0.199	0.150	0.885						
GPI	0.574	0.476	0.208	0.849					
GPV	0.346	0.411	0.102	0.531	0.792				
GPR	0.301	0.112	0.102	0.262	0.343	0.887			
GT	0.180	0.080	0.582	0.171	0.117	0.153	0.826		
PCE	0.442	0.453	0.206	0.646	0.590	0.259	0.147	0.785	
PEI	0.496	0.499	0.154	0.621	0.567	0.303	0.154	0.658	0.851

Source: Author's processed data (2025)

According to Table 4.17, the variables green perceived value, green perceived risk, collectivism, environmental concern, perceived environmental integrity, perceived consumer effectiveness, green trust, attitude toward green banking, and green purchase intention have greater AVE root

values than the correlations between variables.

4.3 Inner Model

The evaluation of the structural model relates to testing the hypothesis of the influence of the research variables. The structural model evaluation examination was carried out in three stages, namely to check for the absence of multicollinearity between variables using the Inner VIF (variance inflation factor) measure. A VIF value below five indicates the absence of multicollinearity [32].

Table 4. Inner VIF

Variable	A2U	COL	EC	GPI	GPV	GR	GT	PCE	PEI
Variable	A2U	COL	EC	GPI	GPV	GR	GT	PCE	–
A2U	–	–	–	1.438	–	–	–	–	–
COL	1.342	–	–	1.433	–	–	–	–	–
EC	1.032	–	–	1.570	–	–	–	–	–
GPI	–	–	–	–	–	–	–	–	–
GPV	–	–	–	–	1.793	–	1.134	–	–
GR	–	–	–	–	1.213	–	1.134	–	–
GT	–	–	–	–	1.545	–	–	–	–
PCE	–	–	–	–	2.124	–	–	–	–

Source: Author's processed data (2025)

Based on the results of the Inner VIF test in Table 4.18, all variables show values below 5, so it can be concluded that there is no multicollinearity in the model, which means that the parameter estimates in SEM-PLS are robust and unbiased. In addition, this study also conducted an F-squared test to assess the contribution of independent variables to the increase in R-square values in the dependent construct, with reference to the F-squared criteria according to [32], namely 0.02 for low effects, 0.15 for moderate effects, and 0.35 for high effects.

Table 5. f-square

No	Hypothesis	f-square
1	Green Perceived Value → Green Trust	0.129
2	Green Perceived Risk → Green Trust	0.025
3	Green Trust → Green Purchase Intention	0.007
4	Green Perceived Value → Green Purchase Intention	0.001
5	Green Perceived Risk → Green Purchase Intention	0.019
6	Attitude → Green Purchase Intention	0.005
7	Collectivism → Green Purchase Intention	0.020
8	Collectivism → Attitude	0.020
9	Environmental Concern → Green Purchase Intention	0.015
10	Environmental Concern → Attitude	0.024
11	Perceived Consumer Effectiveness → Green Purchase Intention	0.086
12	Perceived Environmental Integrity → Attitude	0.193
13	Perceived Environmental Integrity → Green Purchase Intention	0.027

Source: Author's processed data (2025)

Based on the test results, the hypothesis regarding the effect of Perceived Environmental Integrity on Attitude shows a moderate effect with an F-squared value of 0.193, while the other hypotheses show a weak effect because they have values below 0.020. Hypothesis testing between variables was conducted by looking at the t-statistic and p-value values, where a relationship is considered significant if the t-statistic is greater than 1.96 and the p-value is less than 0.05. In addition, the interpretation of the results also considers the 95% confidence interval

for the estimated path coefficients as recommended by [32].

Table 6. Direct Effect

No	Hypothesis	Path Coefficient	T-Statistics	P-Value	Description
1	Green Perceived Value → Green Trust	0.073	2.279	0.003	Accepted
2	Green Perceived Risk → Green Trust	-0.128	2.263	0.001	Accepted
3	Green Trust → Green Purchase Intention	0.013	2.039	0.002	Accepted
4	Green Perceived Value → Green Purchase Intention	0.125	1.982	0.004	Accepted
5	Green Perceived Risk → Green Purchase Intention	-0.005	3.586	0.275	Rejected
6	Attitude → Green Purchase Intention	0.281	5.425	0.000	Accepted
7	Collectivism → Green Purchase Intention	0.123	2.311	0.001	Accepted
8	Collectivism → Attitude	0.083	1.987	0.000	Accepted
9	Environmental Concern → Green Purchase Intention	0.031	2.747	0.003	Accepted
10	Environmental Concern → Attitude	0.120	2.442	0.000	Accepted
11	Perceived Consumer Effectiveness → Green Purchase Intention	0.279	3.468	0.000	Accepted
12	Perceived Environmental Integrity → Attitude	0.436	7.920	0.000	Accepted
13	Perceived Environmental Integrity → Green Purchase Intention	0.161	2.242	0.002	Accepted

Source: Author's processed data (2025)

Based on the results of hypothesis testing, it can be concluded that most of the relationships between variables in this research model are proven to be significant. Green Perceived Value has a positive and significant effect on Green Trust (path coefficient 0.073; T = 2.279; p = 0.003), while Green Perceived Risk has a negative and significant effect on Green Trust (path coefficient –0.128; T = 2.263; p = 0.001). Green Trust is also proven to have a positive and significant effect on Green Purchase Intention (path coefficient 0.013; T = 2.039; p = 0.002). Furthermore, Green Perceived Value has a positive and significant effect on Green Purchase Intention (path coefficient 0.125; T = 1.982; p = 0.004), while Green Perceived Risk does not have a significant effect on Green Purchase Intention even though the test value shows a discrepancy between the direction of the coefficient and the reported significance value. Attitude Toward Green Banking has a positive and significant effect on Green Purchase Intention (path coefficient 0.281; T = 5.425; p = 0.000), as does Collectivism, which has a significant effect on Green Purchase Intention (path coefficient 0.123; T = 2.311; p = 0.001) and Attitude (path coefficient 0.083; T = 1.987; p = 0.000). Environmental Concern also shows a positive and significant relationship with both Green Purchase Intention (path coefficient 0.031; T = 2.747; p = 0.003) and Attitude (path coefficient 0.120; T = 2.442; p = 0.000). In addition, Perceived Consumer Effectiveness has a positive and significant effect on Green Purchase Intention (path coefficient 0.279; T = 3.468; p = 0.000). The Perceived Environmental Integrity variable shows a strong and significant effect on Attitude (path coefficient 0.436; T = 7.920; p = 0.000) and Green Purchase Intention (path coefficient 0.161; T = 2.242; p = 0.002). Overall, almost all hypotheses are accepted and support the conceptual model of the study.

Based on the data processing results, the R-square value shows that Environmental Concern, Perceived

Environmental Integrity, and Collectivism together explain 26.7% of the variance in Attitude, which is classified as a moderate influence, while the remaining 73.3% is influenced by other factors such as Price Value, Perceived Usefulness, and Perceived Ease of Use [34]. Furthermore, Green Trust and Attitude simultaneously influence Green Purchase Intention by 57.4%, which is also classified as moderate, while the remaining 42.6% can be influenced by factors such as Structural Assurance, Social Influence, and Intimacy [35]. Meanwhile, Green Perceived Value and Green Perceived Risk only contribute 2.8% to Green Trust, which is a weak influence, so that the remaining 97.2% can be influenced by other variables such as Brand Image, Product Quality, and Service Quality [36]. The Q-square results also show the predictive accuracy of the model, namely Attitude at 0.252 (low to moderate), Green Purchase Intention at 0.574 (high), and Green Trust at 0.280 (low to moderate), so that overall the model has adequate predictive capabilities.

Table 7. SRMR Test

Item	Estimated Model
SRMR	0.085
Average R-square	0.134
GoF Index	0.097

Source: Author's processed data (2025)

Based on Table 7, the SRMR value in the estimated model is 0.085, indicating that the model has an acceptable fit, so that the empirical data can explain the relationship between variables in the model. Furthermore, Table 7 shows a GoF Index value of 0.097, indicating that the goodness of fit is still in the low category. To assess the predictive power of the PLS model, the results need to be compared with the basic model, namely linear regression (LM), where the PLS model is said to have better predictive power if the RMSE (root mean squared error) or MAE (mean absolute error) values are lower than those of the linear regression model [32].

Table 8. PLS Predict

Item	PLS-SEM RMSE	PLS-SEM MAE	LM RMSE	LM MAE
A2U1	1.075	0.806	0.959	0.642
A2U2	1.106	0.868	1.076	0.829
A2U3	1.102	0.827	1.112	0.835
A2U4	1.096	0.836	1.074	0.779
A2U5	1.101	0.823	1.099	0.810
A2U6	1.031	0.801	0.982	0.727
GPI1	0.576	0.476	0.582	0.474
GPI2	0.647	0.535	0.660	0.539
GPI3	0.810	0.665	0.804	0.643
GT1	1.321	1.131	1.197	0.959
GT2	1.287	1.104	1.202	0.966
GT3	1.297	1.086	1.089	0.862

Source: Author's processed data (2025)

Based on Table 8, from a total of 24 observations on RMSE and MAE for 12 measurement items, most items in the PLS model show higher RMSE and MAE values compared to the LM model, indicating that the proposed PLS model has relatively low predictive power. Therefore, it is necessary to examine the

linearity of the relationships between variables, as the model assumes that variable influences follow a linear pattern. This examination is crucial for ensuring the robustness of the SEM-PLS model, and is conducted by testing the quadratic form of the variables (QE = quadratic effect) as suggested by [32].

Table 9. Linearity Table

Item (Quadratic Effect)	Path Coefficient	P-Values	Description
QE (A2U) → GPI	0.186	0.043	Linearity not fulfilled
QE (COL) → GPI	-0.009	0.824	Linearity fulfilled
QE (EC) → GPI	-0.003	0.932	Linearity fulfilled
QE (GPV) → GPI	0.007	0.866	Linearity fulfilled
QE (GPR) → GPI	0.012	0.668	Linearity fulfilled
QE (GT) → GPI	-0.041	0.314	Linearity fulfilled
QE (PCE) → GPI	0.003	0.950	Linearity fulfilled
QE (PEI) → GPI	-0.048	0.274	Linearity fulfilled

Source: Author's processed data (2025)

Based on the table, the quadratic forms of collectivism, environmental concern, green perceived value, green perceived risk, green trust, perceived consumer effectiveness, and perceived environmental integrity are not significant to green purchase intention, indicating that their relationships are linear and the linearity assumption is fulfilled (robust). However, the quadratic form of attitude is significant for green purchase intention, suggesting a non-linear relationship. Furthermore, heterogeneity is assessed at the structural level using AIC3, AIC4, BIC, CAIC, and EN Entropy indicators, where a segment is considered better when it demonstrates lower AIC3, AIC4, BIC, and CAIC values compared to other segments, and when EN Entropy exceeds 0.50 (Matthews et al., 2016).

Table 10. Heterogeneity Test

Fit Index	1 Segment	2 Segments
AIC (Akaike's Information Criterion)	3026.701	2762.322
AIC3 (Modified AIC with Factor 3)	3042.701	2795.322
AIC4 (Modified AIC with Factor 4)	3058.701	2828.322
BIC (Bayesian Information Criterion)	3090.921	2894.775
CAIC (Consistent AIC)	3106.921	2927.775
HQ (Hannan–Quinn Criterion)	3052.111	2814.729
MDL5 (Minimum Description Length, Factor 5)	3475.798	3688.585
LnL (Log-Likelihood)	-1497.351	-1348.161
EN (Normed Entropy Statistic)	0.000	0.556
NFI (Non-Fuzzy Index)	0.000	0.603
NEC (Normalized Entropy Criterion)	0.000	181.767

Source: Author's data processing (2025)

The results of the PLS model estimation with unstandardized latent variable score inputs show that the 2-segment PLS model has lower AIC3, AIC4, BIC, and CAIC values than the 1-segment PLS model, indicating the potential for heterogeneity in the structural model.

4.4 Discussion

The results show that Green Perceived Value has a positive and significant effect on Green Trust. This finding indicates that the higher the green

value perceived by consumers towards BCA's products or services that are claimed to be environmentally friendly, the higher their level of trust in BCA. In other words, when customers feel that the services they use truly provide environmental benefits while meeting their needs, their trust in the bank will be stronger and more stable.

This finding is in line with research conducted by [37], [38], which states that Green Perceived Value has a significant effect on Green Trust. Both studies confirm that a positive perception of green value encourages consumers to believe that the company has a real commitment to environmental sustainability, making them more willing to trust its products and services.

The consistency of these results strengthens the position of Green Perceived Value as one of the important antecedents of green trust. Conceptually, Green Perceived Value is defined as "consumers' overall assessment of the net benefits of a product or service between what is received and what is given based on consumers' environmental desires, sustainability expectations, and green needs" [14].

This definition shows that consumers do not only evaluate products in terms of function or usefulness, but also the extent to which the product is able to respond to their concerns about environmental preservation. Green value is formed when consumers feel that the sacrifices they make—whether in terms of cost, time, or effort—are commensurate with the green benefits obtained.

In the context of this study, the results suggest that if BCA wants to increase Green Trust, then Green Perceived Value must first be strengthened. To increase green value, a product or service needs to meet criteria that provide direct benefits to consumers while also having a positive impact on the environment [37]. For example, through features such as reduced paper usage, energy efficiency, or support for sustainable financing programs that can be clearly felt and understood by potential customers.

Practically speaking, the implications of this significant relationship indicate that BCA needs to strengthen the green value elements in its products and services, accompanied by honest, transparent, and informative communication to potential customers. Improvements in these aspects will enrich consumers' perception that BCA products are not only financially profitable but also valuable from an environmental perspective. Ultimately, the higher the perceived green value, the stronger the consumer's green trust in the BCA brand, which is an important foundation for long-term customer relationships.

5. CONCLUSION

Based on the results of this study on the influence of attitudes and trust towards green banking on customer interest in opening accounts at PT Bank Central Asia Tbk (BCA), it can be concluded that Green Purchase Value influences Green Trust; Green Perceived Risk influences Green Trust; Green Trust influences Green Purchase Intention; Green Perceived Value influences Green Purchase Intention; Green Perceived Risk influences Green Purchase Intention; Attitude influences Green Purchase Intention; Collectivism influences Green Purchase Intention; Collectivism influences Attitude; Environmental Concern influences Green Purchase Intention; Environmental Concern influences Attitude; Perceived Consumer Effectiveness influences Green Purchase Intention; Perceived Environmental Integrity influences Attitude; and Perceived Environmental Integrity influences Green Purchase Intention. Based on these conclusions, the author provides practical and academic suggestions, as well as suggestions for further research. The practical suggestions include strengthening the factors that shape Green Trust and Attitude through more accessible sustainability communication programs, such as digital campaigns on the positive impacts of green banking, developing

value-added green banking products such as savings accounts with environmental contribution incentives, and providing real-time environmental impact reporting features. maximizing the role of Environmental Integrity by showing tangible evidence of sustainability and providing educational content on the impact of bank policies on the environment; and optimizing Green Purchase Value by creating stronger green differentiation compared to competing banks so that the environmental value of products and services becomes more prominent.

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