Abstract

Environmental problems are increasing public awareness of the importance of protecting the environment. However, this awareness is not directly proportional to the buying behavior of green products. It is caused by several factors: lack of availability, high costs, lack of awareness, perceptions of lack of effectiveness, and greenwashing. Therefore, marketing green products, companies must find ways to increase the desire to buy green products. One way that is often used is through influencers. One type of influencer that has been increasing and is often used lately is the micro-influencer. Through persuasion theory and parasocial relationship theory, previous research found four influencer characteristics that can influence purchase intentions: trustworthiness, perceived expertise, credibility, and parasocial relationships. This study analyzes the effect of four micro-influencer characteristics on purchase intention, especially for green products for consumers in Greater Jakarta. The method used in this study is a quantitative method using the Partial Least Squares (PLS) and the Structural Equation Model (SEM) techniques. Based on the survey results obtained with 253 respondents using TikTok or Instagram in Greater Jakarta, it is found that the hypothesis related to the variable expertise and credibility is rejected, and the two hypotheses related to the variable trustworthiness and parasocial relationship are accepted. From these results, the characteristics of expertise and credibility do not have a significant effect on the purchase intention of green products. Meanwhile, the characteristics of trustworthiness and parasocial relationship have a significant effect on purchase intention for green products in Greater Jakarta.

Keywords: *green products, purchase intention, micro-influencer characteristics, Partial Least Squares (PLS), Structural Equation Model (SEM)*