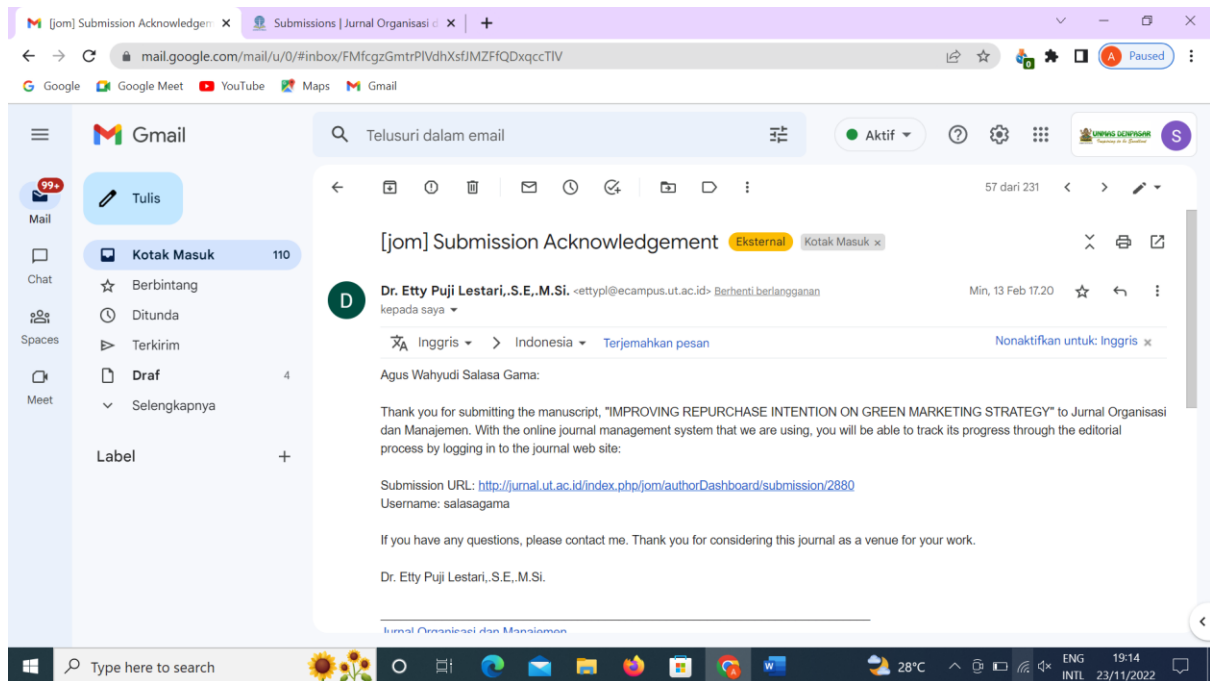
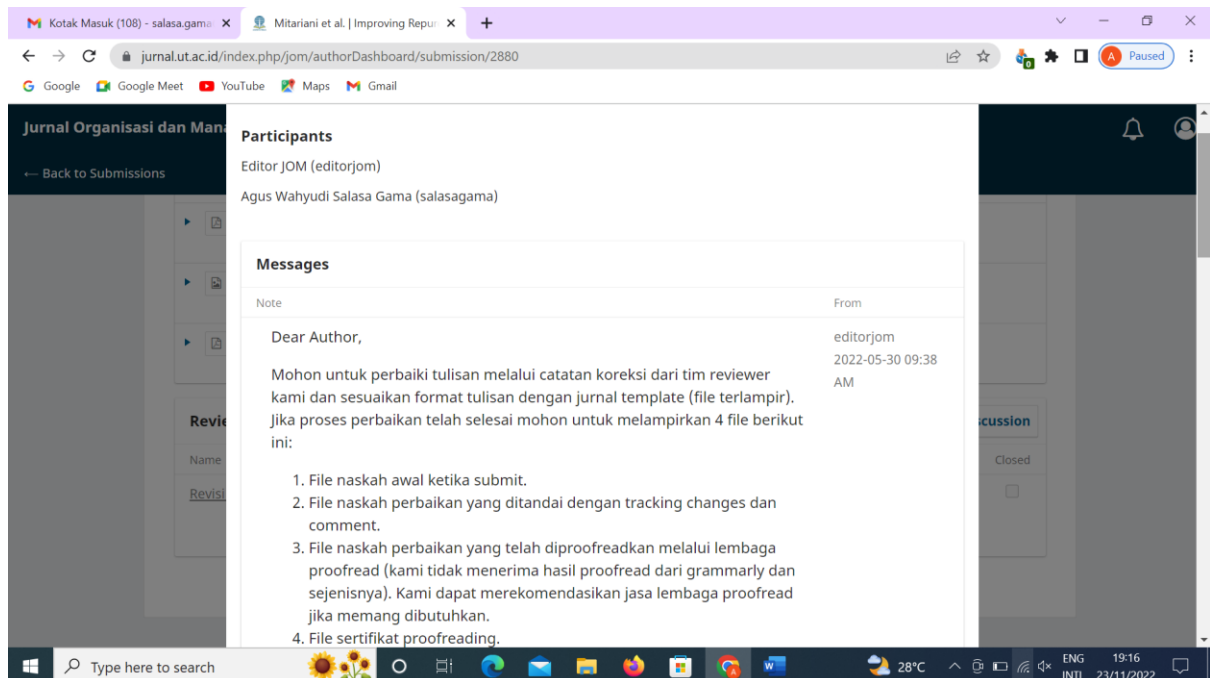
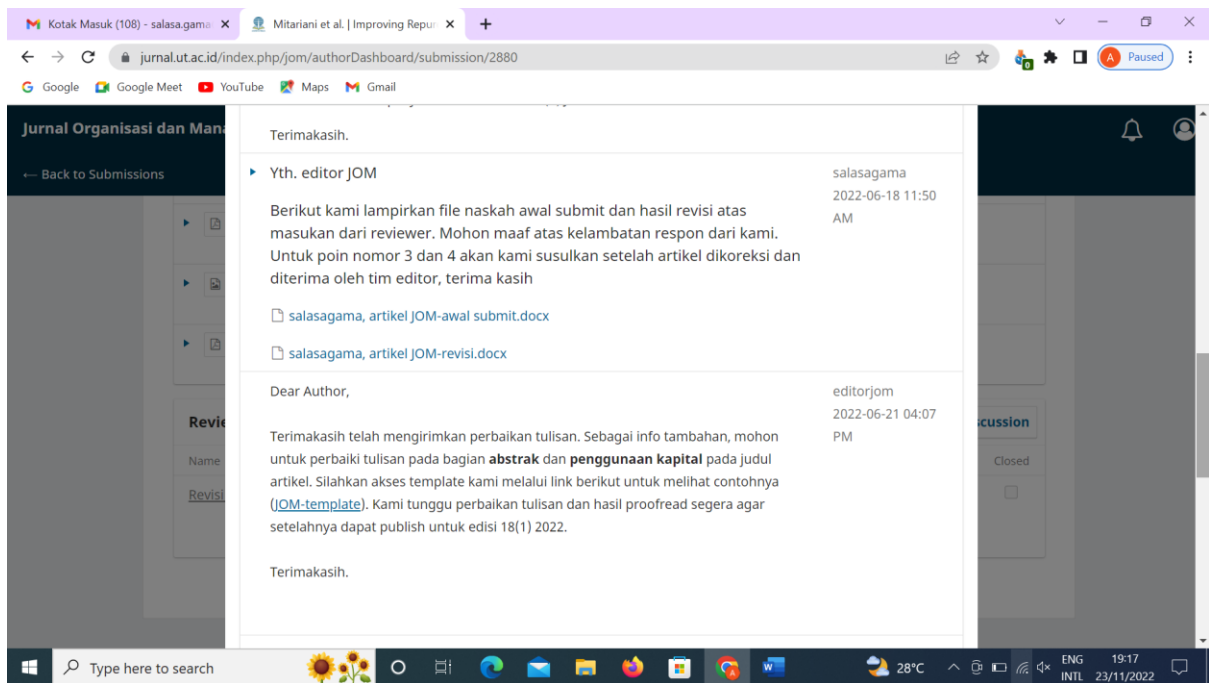
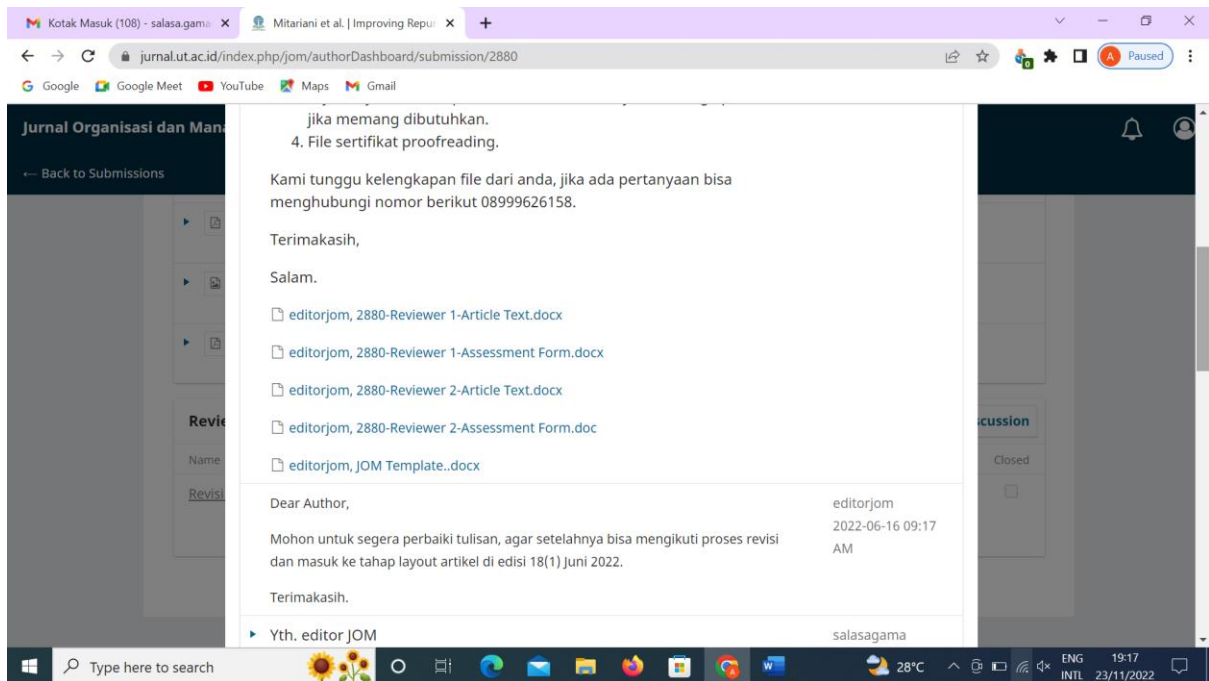


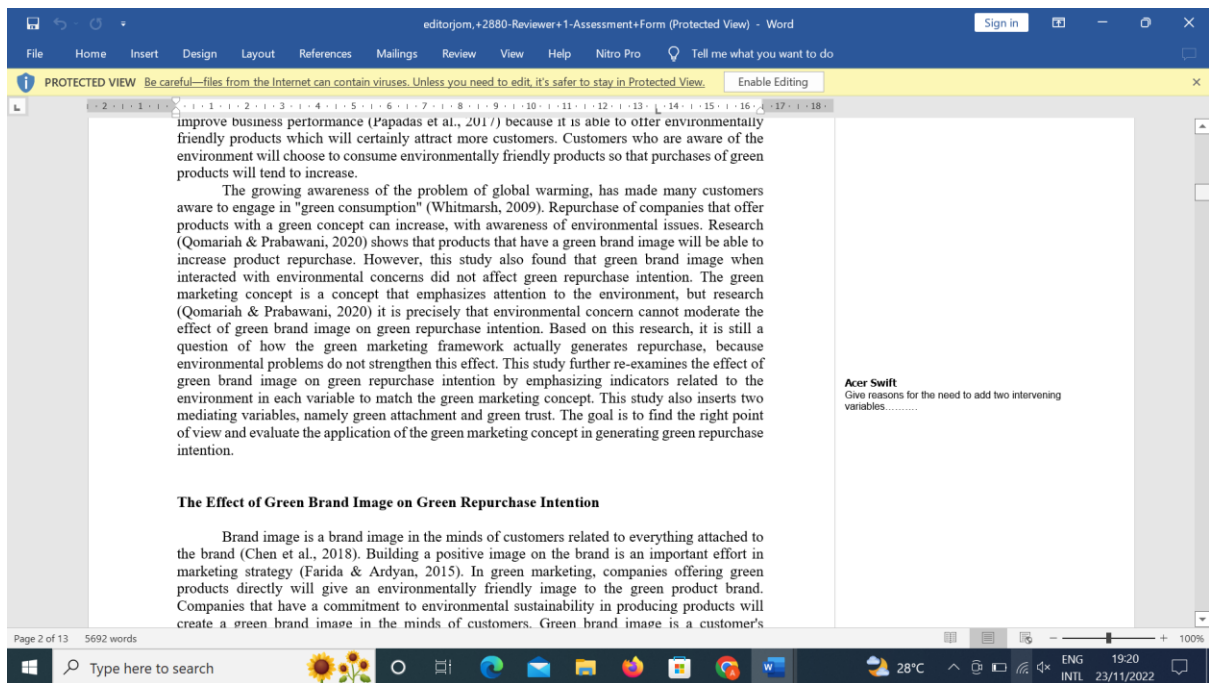
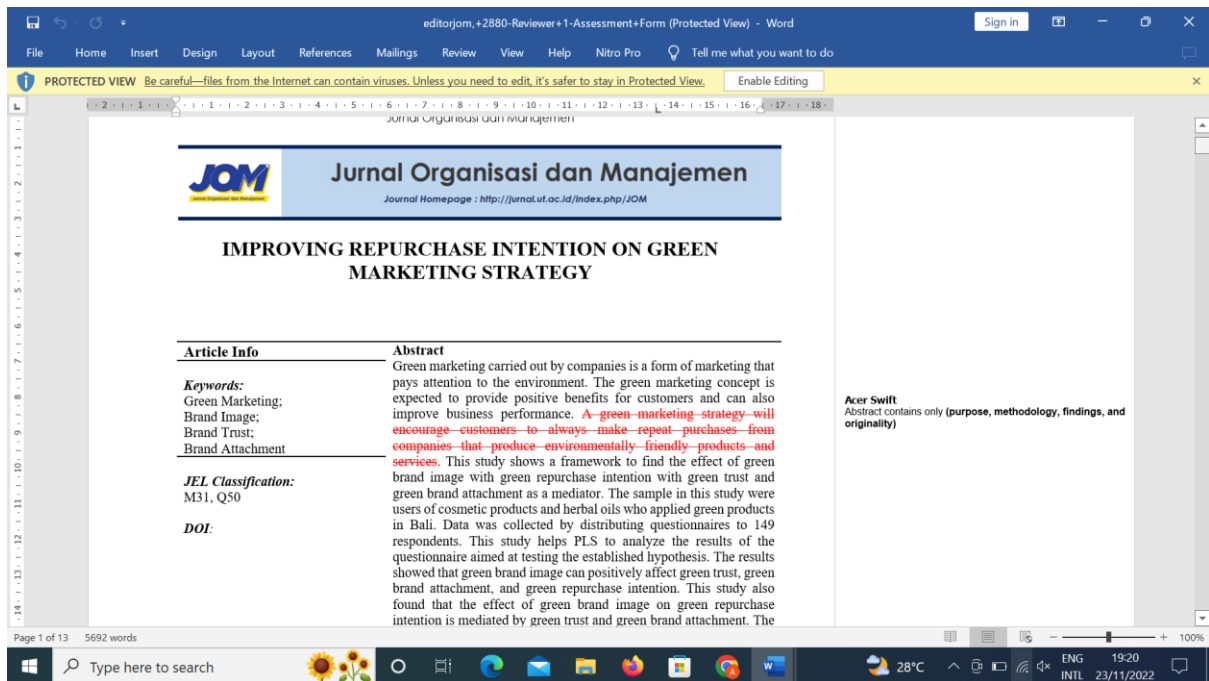
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2012). Companies that are not able to maintain trust will be abandoned by their customers. Customers who have high confidence in a product will have an impact on their interest in the product in the future (Farida & Ardyan, 2015). Credibility is one of the important keys in green marketing. Credibility is very important in order to influence customer confidence in the brand, thereby increasing customer buying interest (Lam et al., 2016). Brand trust is closely related to customer attitudes and behavior on their loyalty to the brand, brand trust has a positive impact on the interest to repurchase a trusted brand (Ferdinand & Selamat, 2020).

H6: Green trust is positively associated with green repurchase intention.

2. Research Method

Respondents in this study were determined by customers who had used cosmetic products and herbal oils that had applied the Green concept. All respondents are customers in Bali. Data was collected by survey method by distributing questionnaires. There were 149 respondents who participated in filling out the questionnaire.

The analytical technique applied in this research is Partial Least Square (PLS). PLS is used to test the model that has been determined in accordance with the literature review that has been carried out. Tests carried out in this study include testing the validity and reliability, testing the outer and inner models.

Acer Swift
Give reasons why use PLS? Is it because the sample size is small, the data is not normal, are there formative variables?

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Table 2. Loading Factor Value

Construct	Indicator	Loading Factor
Green Brand Image	GBI 1	0.820904
	GBI 2	0.822165
	GBI 3	0.856266
	GBI 4	0.728041
	GBI 5	0.786063
Green Brand Attachment	GBA 1	0.777839
	GBA 2	0.866009
	GBA 3	0.788770
	GBA 4	0.865098
Green Trust	GT 1	0.851288
	GT 2	0.877517
	GT 3	0.854420
	GT 4	0.863863
	GT 5	0.803763
Green Repurchase Intention	GRI 1	0.851359
	GRI 2	0.891032
	GRI 3	0.906156
	GRI 4	0.886676
	GRI 5	0.870245

Based on the summary of the results in table 2, the factor loading value of each indicator shows a number above 0.5. These results indicate that the variables in this study have met the requirements of convergent validity.

The results of discriminant validity are known by comparing the roots of AVE and the correlation between variables. The AVE value for the Green Brand Image variable is 0.646, Green Brand Attachment is 0.681, Green Trust is 0.723, and Green Repurchase Intention is 0.777. The results of the correlation between variables are shown in Table 3 below.

Table 3. Correlation between Variables

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Variable	Green Brand Attachment	Green Brand Image	Green Repurchase Intention	Green Trust
Green Brand Attachment	1.000000			
Green Brand Image	0.700729	1.000000		
Green Repurchase Intention	0.627997	0.432915	1.000000	
Green Trust	0.750178	0.736858	0.599335	1.000000

The AVE root obtained shows a number that is greater than the correlation value of the latent variable so that these results indicate that the model has met the discriminant validity requirements.

Table 4. Composite Reliability

Variable	Composite Reliability
Green Brand Attachment	0.895102
Green Brand Image	0.901043
Green Repurchase Intention	0.945597
Green Trust	0.928907

Composite reliability testing can be seen in Table 4. In the table composite reliability shows a good number because it is worth above 0.7. This value shows that all the variables used in this study have met the composite reliability requirements.

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Figure 2. The Result of PLS Analysis

The test does not only look at the direct effect that occurs between variables but also examines the indirect effect. The indirect effect shown by the role of mediating variables. On this study there are two mediating variables that are green brand attachment and green trust. These results are presented in Table 6 below.

Table 6. Indirect Effect Test

Proposed Hypothesis	T Statistics	Result
Green Brand Image→Green Brand Attachment→Green Repurchase Intention	2.365	Significant
Green Brand Image→Green Trust→Green Repurchase Intention	2.641	Significant
Green Brand Trust→Green Brand Attachment→Green Repurchase Intention	2.943	Significant

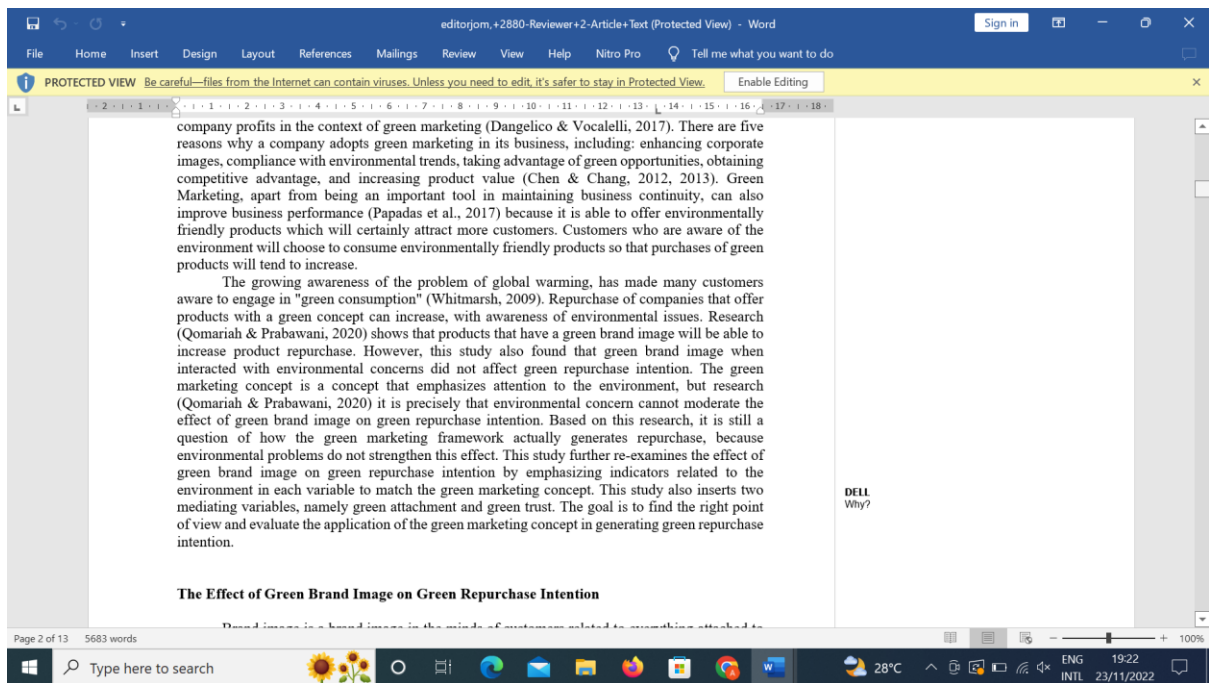
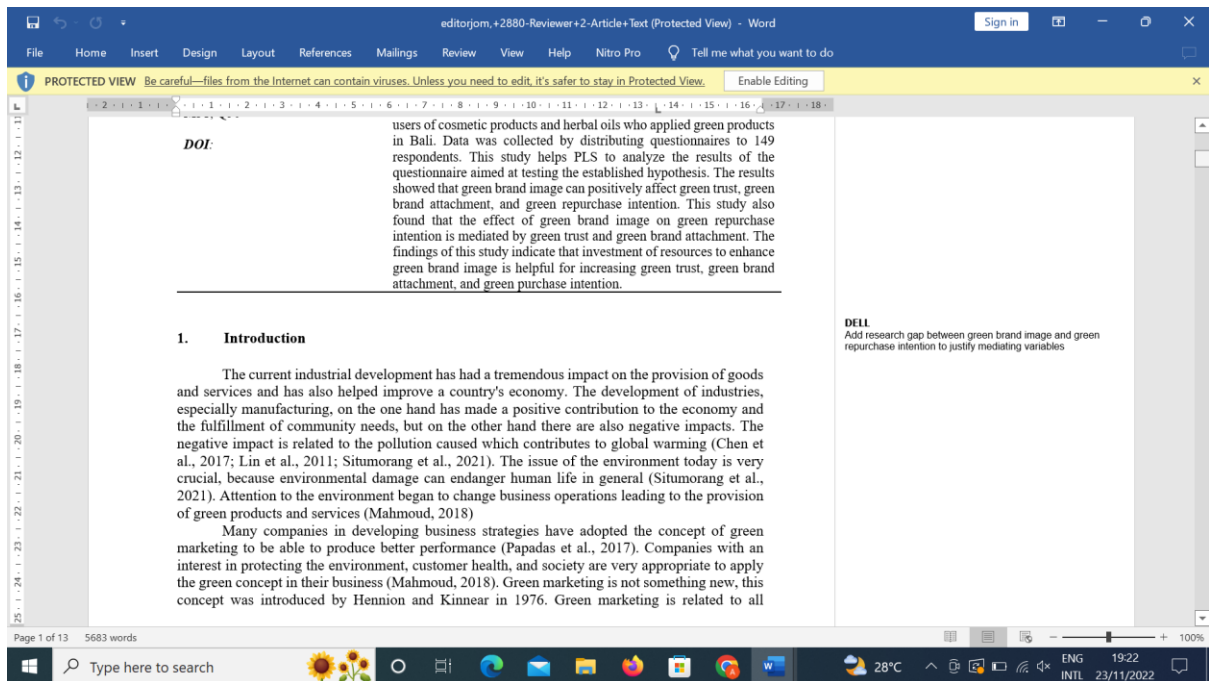
Testing the indirect effect using the Sobel test showed significant results. Green brand image can have an indirect effect on green repurchase intention through green brand attachment and green trust as indicated by each T statistic value 2.365 and 2.641 are greater than 1.96. Based on this result the green trust and green brand attachment have mediating role on the relation of

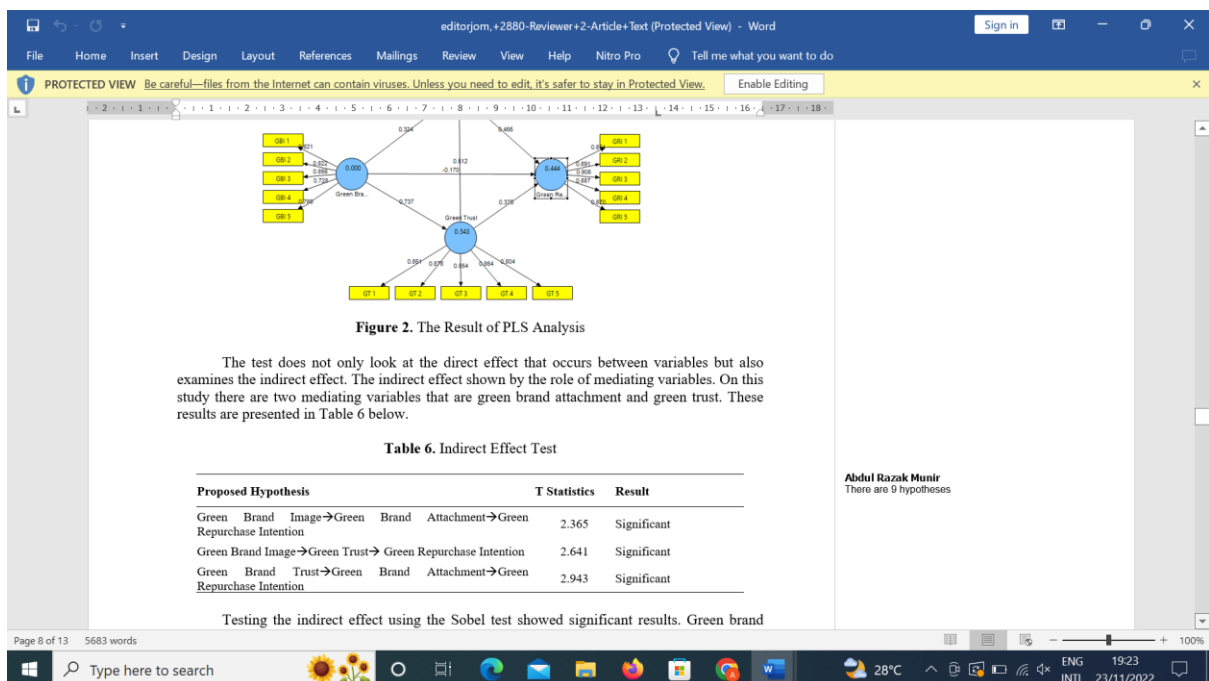
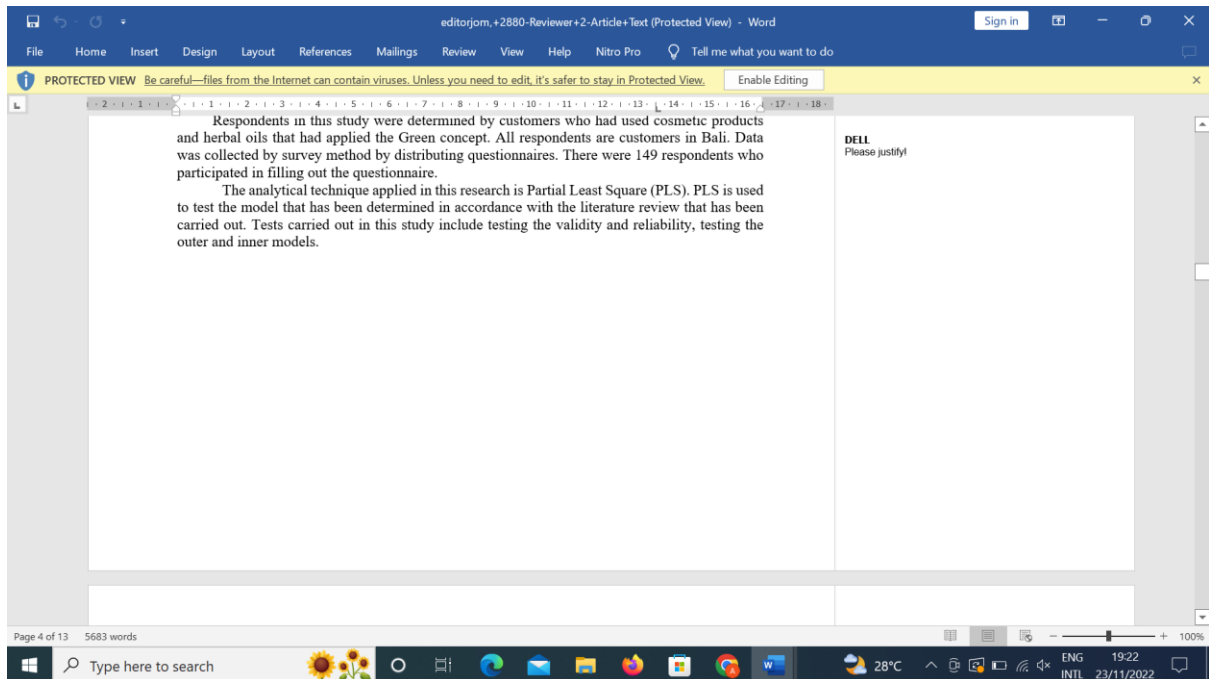
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The mediation test on variance-based SEM is not appropriate using Sobel, it is more suitable to use Variance accounting for (VAF)

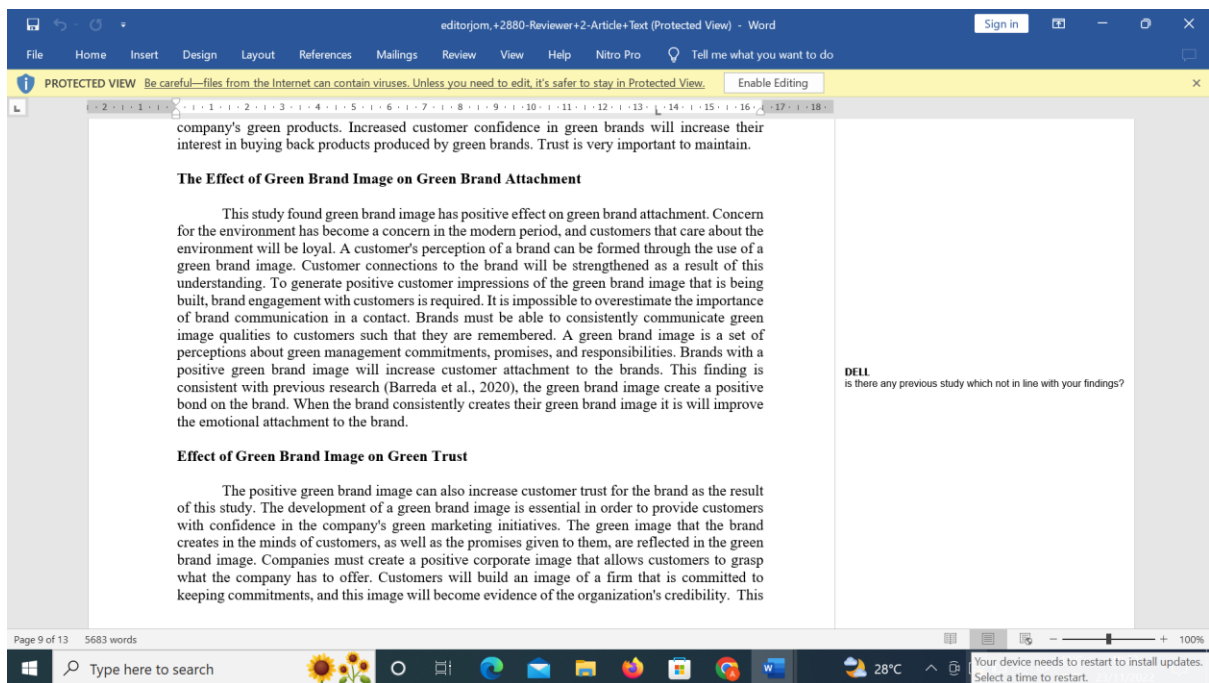
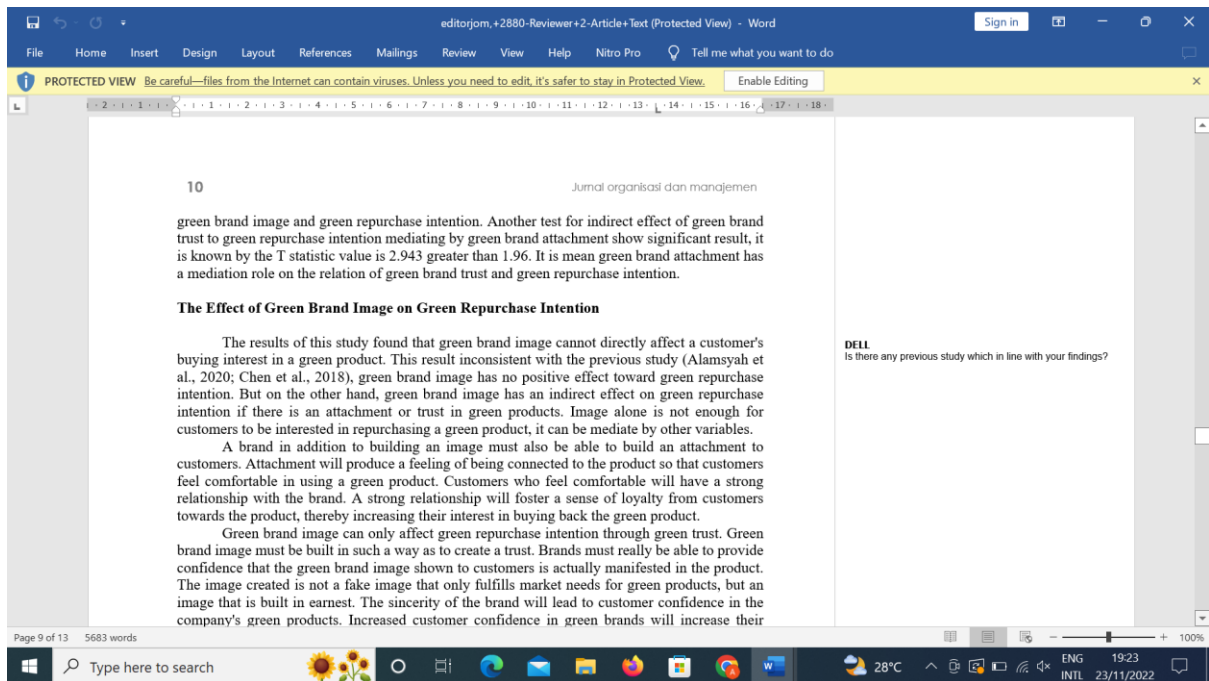
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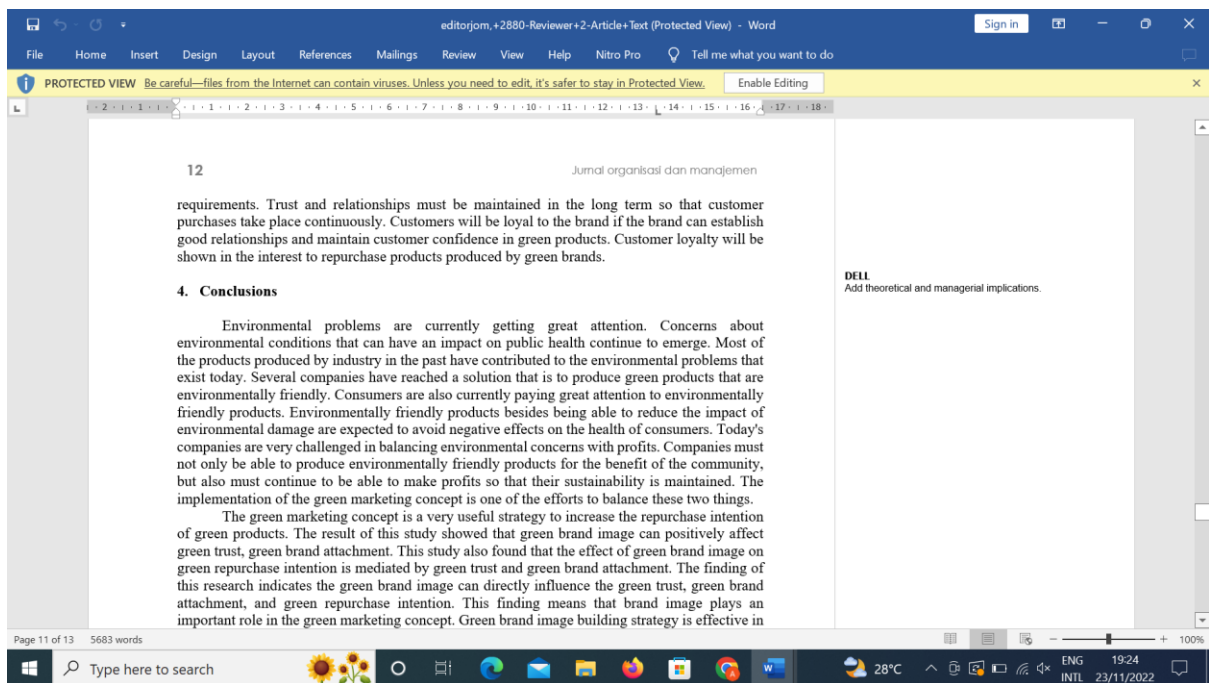
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