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The Effect of Green Product and Green Brand Image on Green Purchase Intention with Green Trust as a Mediating Variable in Cleo Bottled Drinking Water Products

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ABSTRACT

This study aims to analyze the effect of Green Product and Green Brand Image on Green Purchase Intention with Green Trust as a Mediating Variable on Cleo Bottled Drinking Water Products (AMDK). The population in this study are people who consume Cleo (AMDK) products and live in JABODETABEK. The sample used in this study was 171respondents using the Hair et al. formula. The sample collection technique in this study used non-probability sampling with the method used, namely purposive sampling. And using a quantitative approach method. The data collection technique in this study used a questionnaire distribution instrument in the form of a google form with primary data sources. The data analysis method used is Partial Least Square (PLS). The results of this study found that Green Trust mediates the relationship between the Green Product and Green Brand Image variables on Green Purchase Intention, which has a positive and significant effect.

Keywords *: Green Product; Green Brand Image; Green Purchase Intention; Green Trust.*

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INTRODUCTION

Global warming is now an environmental challenge that is widely discussed among the public. Global warming will cause even more severe environmental damage. Environmental conditions are changing due to various factors such as increased pollution, deforestation that destroys ecosystems, health problems caused by chemicals in food, and increased air pollution (Anisa and Jadmiko, 2023).

In this era, environmental issues have become the center of public attention. These environmental problems are caused by several factors, such as air pollution, natural disasters, waste, and environmental pollution. Waste, especially plastic waste, has become an urgent problem due to its large volume and difficulty in recycling (Nur et al., 2023).

Addressing environmental issues such as waste requires the implementation of Sustainable Development Goals (SDGs). SDGs are recognized as an international development agreement that promotes sustainable social, economic, and environmental development based on human rights and equality (Danur, 2023). The integration of SDGs, especially number 12 on responsible consumption and production, aims to encourage the public to reduce their dependence on single-use plastics and encourage companies to implement sustainable practices (Danur, 2023).

Environmental management in Indonesia still faces problems that have not been fully resolved, and the volume is expected to continue to increase in line with population growth (Dian Kusman et al., 2023). Referring to 2022 data from the National Waste Management Information System (SIPSN), total waste production reached 21.1 million tons in 202 districts/cities, with 65.71% successfully managed, while 34.29% or around 7.2 million tons remained unmanaged (Binti Mufarida, 2023). This indicates that the level of concern among Indonesians for the environment is still relatively low.

According to the Databook, the most common type of waste found in Indonesia in 2023 is food waste, followed by plastic waste (18.6%), wood/branches/leaves (11.5%), paper/cardboard (10.5%), metal (3.5%), textile waste at 2.6%, glass waste at 2.5%, rubber/leather waste at 2.3%, and others at 7.1%. Plastic waste pollution is one of the main factors causing environmental problems (Permana et al., 2020).

Plastic is one of the waste categories that contributes significantly to environmental damage (Yahya, 2022). Plastic takes a very long time to decompose, even up to 1000 years. Plastic bottles of bottled water (AMDK) take about 450 years to decompose naturally. Meanwhile, aluminum cans take 80–200 years to decompose, while paper waste decomposes relatively quickly in only 2–6 weeks (Nurhanisah, 2023). The high use of non-biodegradable plastic causes the accumulation of waste that damages the environment, exacerbated by the low level of public awareness of environmental issues (Dian Kusman et al., 2023).

The increase in waste volume is influenced by the use of plastic bottled drinking water. To meet the expectations of an environmentally conscious public, companies have begun to innovate with a green marketing approach (Kanchanapibul, 2020). Data from Databooks shows that around 40.64% of households in Indonesia use branded bottled water or refillable water as their main source of consumption.

PT Sariguna Primatirta Tbk (Cleo) is listed as the first company in the bottled water industry to obtain ISO 22000:2005 certification for its food safety management system. Founded in 2003 in Sidoarjo, Cleo implements 0.001-micron hyper filtration membrane nano filter technology to ensure that its water is free of harmful substances. Cleo is also committed to

ESG principles through the use of solar energy, water treatment, and BPA-free packaging (Sri Sayekti, 2023).

Table 1. Top Brands Index for Bottled Water 2020-2023

No	Brand Name	TBI					
		2019	2020	2021	2022	2023	2024
1	Aqua	61.00%	61.50%	62.50%	57.20%	55.10%	46.90%
2	Ades	6.00%	7.80%	7.50%	6.40%	5.30%	5.50%
3	Club	4.70%	6.60%	5.80%	3.80%	3.50%	3.30%
4	Le Mineral	5.00%	6.10%	4.60%	12.50%	14.50%	18.80%
5	Cleo	4.70%	3.70%	3.70%	4.20%	4.20%	5.10%

Source: Top Brand Award

Based on data from the Top Brand Index (TBI) for the bottled water category from 2019 to 2024, there has been significant competition. Aqua declined from 61.00% (2019) to 46.90% (2024) but remains dominant. Le Mineral, on the other hand, grew rapidly from 5.00% to 18.80%. Ades and Club tended to decline, indicating that these two brands have not been able to maintain consistent consumer appeal.

Meanwhile, Cleo showed a relatively stable position but still at a low level. In 2019, Cleo recorded a score of 4.70%, then declined to 3.70% in 2020 to 2021. This decline indicates that during this period there was a weakening of consumer intent to purchase Cleo products, as consumers switched to competing brands. Entering 2022 to 2024, Cleo began to show improvement with an upward trend, reaching 5.10%.

The TBI methodology measures brand strength based on top of mind awareness, last used, and future intention. Future intention is relevant to purchase intention. Cleo's low TBI score, despite its environmentally friendly positioning, indicates that its green image has not built consumer trust optimally.

In other words, there is still a gap between the green products and green brand image offered by Cleo and consumer green trust, which impacts the low green purchase intention. Although there has been an increase in TBI in recent years, the success in building an environmentally friendly image has not yet been fully realized in stronger consumer loyalty and purchase intention.

LITERATURE REVIEW

Sustainable Development Goals (SDGs)

According to Ikhsan (2023), Sustainable Development Goals (SDGs) are development goals that many countries want to achieve. SDGs are seen as a global and national commitment to improve the welfare of society through 17 goals. According to Prabawati (2023), one of the SDG goals is point 12 on “Responsible Production and Consumption.” This point emphasizes meeting needs efficiently without threatening the sustainability of natural resources.

Consumer Behavior

According to Sinulingga and Sihotang (2023), consumer behavior is the behavior exhibited by consumers in seeking, purchasing, using, evaluating, and consuming products and services that they expect will satisfy their needs. According to Schiffman and Kanuk (Nugraha et al., 2021), consumer behavior is the behavior exhibited by consumers in searching for,

purchasing, using, evaluating, and consuming products and services that they expect will satisfy their needs.

Marketing Management

According to Arman, M. M. (2022), marketing management is an effort to plan, implement, and control marketing activities in an organization so that organizational goals are achieved efficiently and effectively. According to Kotler et al., (2022) Marketing management defines it as a discipline that selects target markets and strives to acquire, retain, and develop customers through the delivery of superior value.

Green Product

According to Putra and Nurlinda (2023), a green product is an environmentally friendly product whose production process is not overly exploitative and whose product can be recycled. According to Firmansyah et al. (2019), a green product is a product that does not cause damage to the environment and natural resources and does not pollute.

Green Brand Image

According to Ellitan (2021), Green Brand Image is a series of impressions, conceptions, and concerns about a brand in the minds of customers related to sustainability and environmental friendliness. According to Darlius and Keni (2021), Green Brand Image is defined as a set of brand perceptions in the minds of consumers related to environmental commitment and concern for the environment.

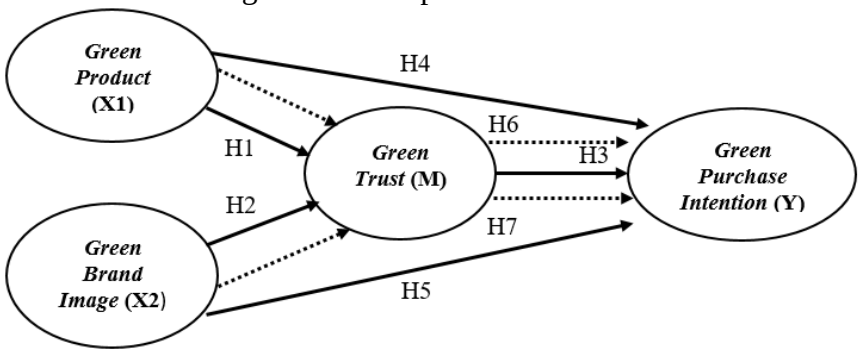
Green Trust

According to Silvia et al. (in Chrysna et al., 2022), Green Trust is the ability to rely on a brand's product or service based on trust built from the credibility, goodness, and ability of the product to care for the environment. When consumer trust increases, consumer purchase intent will also increase.

Green Purchase Intention

According to Veronica and Lady (2023), Green Purchase Intention is the likelihood of a consumer choosing or using environmentally friendly products. According to Musfar et al. (2024), Green Purchase Intention is the internal intention and willingness to purchase products or services that are environmentally friendly and harmless to society and the environment.

Figure 1. Conceptual Framework



H1: Green Product has a positive and significant effect on Green Trust.
H2: Green Brand Image has a positive and significant effect on Green Trust.
H3: Green Trust has a positive and significant effect on Green Purchase Intention.
H4: Green Product has a positive and significant effect on Green Purchase Intention.
H5: Green Brand Image has a positive and significant effect on Green Purchase Intention.
H6: Green Trust mediates the relationship between Green Product and Green Purchase Intention.
H7: Green Trust mediates the relationship between Green Brand Image and Green Purchase Intention.

METHOD

Population and Sample

The population in this study consisted of consumers residing in the Greater JABODETABEK who had never purchased Cleo brand bottled water but had the intention to do so. This criterion was selected based on the consideration that they were aware of and interested in environmentally friendly products, especially those that emphasized packaging that was safe for health (BPA-free) and recyclable. The sample used was non-probability sampling with a purposive sampling approach, which allowed researchers to determine respondents according to the criteria set, namely residing in JABODETABEK, aged 17–50 years, and have never purchased but intend to purchase Cleo products. The number of respondents obtained was 171 people, exceeding the minimum limit of 85 as suggested by Hair et al. (2019) with a ratio of 5–10 respondents per indicator.

Data Collection Method

This study uses primary data obtained through an online questionnaire distributed via Google Forms to respondents who met the criteria set through communication platforms and social media such as WhatsApp and X (Twitter), making it easier for researchers to reach target respondents in the JABODETABEK area. The questions in the questionnaire were designed to explore respondents' views on environmentally friendly products, their perceptions of the Cleo brand image, their level of trust in the brand, and their purchase intentions. The questionnaire items were adapted from prior research that had been validated. Responses from participants were measured using a five-point Likert scale, where a score of 1 represented “strongly disagree” and a score of 5 denoted “strongly agree.”

Data Analysis Methods

a. Descriptive Statistical Analysis

Descriptive statistical analysis is a form of analysis used to describe data, while descriptive refers to a method of describing all selected variables by calculating data according to the researcher's needs. This analysis aims to provide an empirical overview or description of the data collected in the study (Paramita, 2021).

b. Partial Least Squares (PLS) Analysis

Partial Least Square (PLS) is a multivariate statistical analysis method that has similar uses to covariance-based SEM, but is more robust because the model parameters do not change much even if different samples are taken from the population. PLS can handle many independent and dependent variables simultaneously, so it can be used both as a regression model to

predict one or more dependent variables and as a path model to analyze causal relationships between predictors and response variables (Evi & Rachbini, 2022).

RESULTS AND DISCUSSION

Results of Descriptive Statistical Analysis

Based on the results of an analysis involving 171 respondents, general information was obtained about the characteristics of the respondents, including gender, age, and occupation, as follows:

Table 2. Characteristics of Respondents Based on Gender

Gender	Frequency	Percentage
Male	31	18.13%
Female	140	81.87%
Total	**171**	**100.00%**

Source: Processed data, 2025

Table 3. Characteristics of Respondents Based on Age

Age	Frequency	Percentage
17-23 Years	106	61.99%
24-30 Years	33	19.30%
31-38 Years	8	4.68%
39-45 Years	9	5.26%
> 46 Years	15	8.77%
Total	**171**	**100.00%**

Source: Processed data, 2025

Table 4. Characteristics of Respondents Based on Domicile

Domicile	Frequency	Percentage
Jakarta	70	40.94%
Bogor	24	14.04%
Depok	18	10.53%
Tangerang	41	23.98%
Bekasi	18	10.53%
Total	**171**	**100.00%**

Source: Processed data, 2025

Table 5. Characteristics of Respondents Based on Domicile

Occupation	Frequency	Percentage
Students	98	57.31%
Private Employee	34	19.88%
Entrepreneurs	16	9.36%
Civil Servant	8	4.68%
Housewives	15	8.77%
Total	**171**	**100.00%**

Source: Processed data, 2025

Table 6. Characteristics of Respondents Based on Domicile

Income	Frequency	Percentage
< Rp 1.000.000	61	35.67%
Rp 1.000.000 - Rp 5.000.000	64	37.43%
Rp 5.000.000 - Rp 10.000.000	39	22.81%
> Rp 10.000.000	7	4.09%
Total	**171**	**100.00%**

Source: Processed data, 2025

Respondent's Description of Answer

This study used a questionnaire as a research instrument, so the scores given by respondents and the average assessment of their responses will be explained below.

Table 7. Descriptive Variables of Green Products

No	Statement	N	Mean
1	I feel that Cleo bottled water does not contain any ingredients that are harmful to health.	171	4.158
2	Cleo bottled water packaging is easily recyclable.	171	**4.135**
3	Cleo Bottled Water products use environmentally friendly raw materials in their production.	171	4.193
4	The Eco Label certification on Cleo bottled water products demonstrates the company's commitment to sustainability.	171	**4.427**

Source: Processed Data SmartPLS 3, 2025

Table 8. Descriptive Variables of Green Brand Image

No	Statement	N	Mean
1	I believe that Cleo bottled water products have a strong commitment to preserving the environment.	171	4.181
2	Cleo Bottled Water (AMDK) maintains its reputation as a product that implements environmentally friendly concepts.	171	**4.240**
3	I believe that Cleo bottled water products use environmentally friendly packaging to preserve the environment.	171	4.211
4	Cleo bottled water products are often involved in programs that support the environment.	171	**4.158**
5	I believe that Cleo bottled water products consistently deliver on their promise to protect the environment.	171	4.222

Source: Processed Data SmartPLS 3, 2025

Table 9. Descriptive Variables of Green Trust

No	Statement	N	Mean
1	I believe that Cleo bottled water products comply with environmental standards in their production process.	171	**4.199**
2	I believe that Cleo bottled water products support the use of environmentally friendly raw materials.	171	**4.322**

3	Cleo bottled water products have a good reputation for implementing sustainability principles.	171	4.269
4	Cleo bottled water products use a production process that minimizes negative impacts on the environment.	171	**4.199**
5	I believe that Cleo bottled water will continue to uphold its commitment to the environment in the future.	171	4.240

Source: Processed Data SmartPLS 3, 2025

Table 10. Descriptive Variables of Green Purchase Intention

No	Statement	N	Mean
1	I choose Cleo bottled water as a way to support more environmentally friendly products.	171	**4.146**
2	I want more product innovation from Cleo Bottled Water that supports environmental sustainability.	171	**4.380**
3	I am willing to recommend Cleo bottled water to others because this product supports environmental sustainability.	171	4.281

Source: Processed Data SmartPLS 3, 2025

Data Analysis Results

1. Outer Model

a. Convergent Validity Test Results

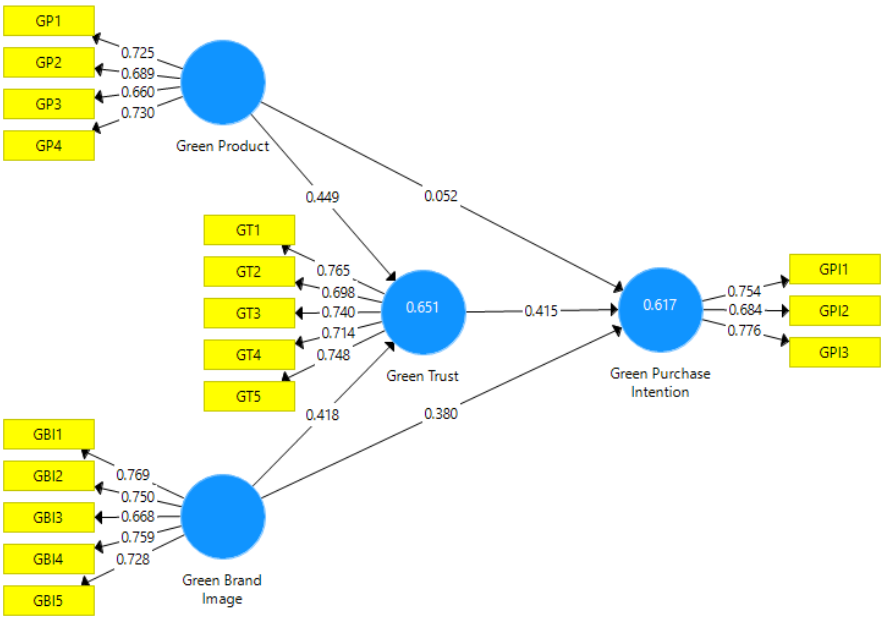
To examine convergent validity in reflective measurement models, it is essential to consider the strength of the association between indicator items and their constructs. An indicator achieves convergent validity when its factor loading is greater than 0.70. Conversely, if the value falls below this threshold, the indicator should be removed from the model.

Table 11. Convergent Validity Test Results

Variable	Indicator	Outer Loading	*Description*
Green Brand Image (X2)	GBI1	0.769	Valid
	GBI2	0.750	Valid
	GBI3	0.668	Invalid
	GBI4	0.759	Valid
	GBI5	0.728	Valid
Green Product (X1)	GP1	0.725	Valid
	GP2	0.689	Invalid
	GP3	0.660	Invalid
	GP4	0.730	Valid
Green Purchase Intention (Y)	GPI1	0.754	Valid
	GPI2	0.684	Invalid
	GPI3	0.776	Valid
Green Trust (Z)	GT1	0.765	Valid
	GT2	0.698	Invalid
	GT3	0.740	Valid
	GT4	0.714	Valid
	GT5	0.748	Valid

Source: Processed Data SmartPLS 3, 2025

Figure 2. PLS Algorithm Results



Source: Processed Data from SmartPLS 3, 2025

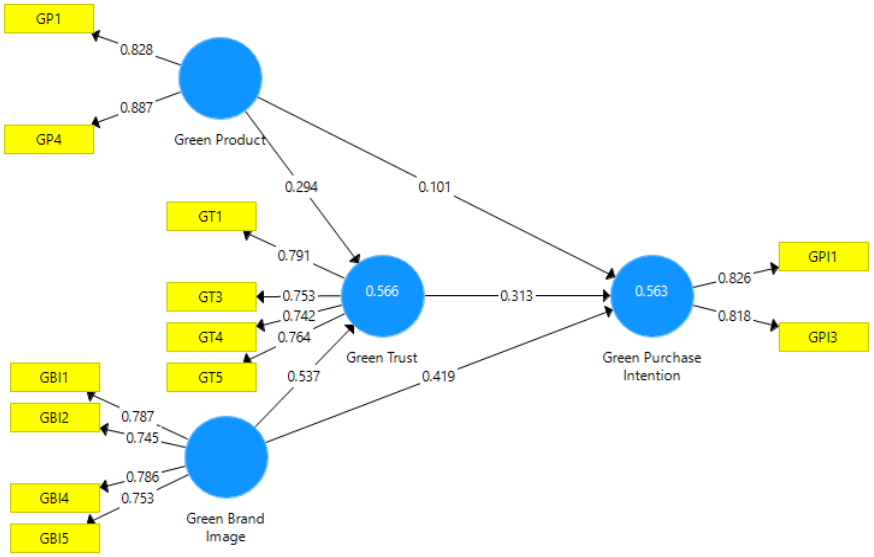
Based on Table 11 and Figure 2, there are indicators with outer loadings < 0.70, namely GP2, GP3 (Green Product), GBI3 (Green Brand Image), GT2 (Green Trust), and GPI2 (Green Purchase Intention). All indicators that did not meet the validity requirements were removed from the model and recalculated.

Tabel 12. Convergent Validity Test Results (After Modification)

Variable	Indicator	Outer Loading	*Description*
Green Brand Image (X2)	GBI1	0.787	Valid
	GBI2	0.745	Valid
	GBI4	0.786	Valid
	GBI5	0.753	Valid
Green Product (X1)	GP1	0.828	Valid
	GP4	0.887	Valid
Green Purchase Intention (Y)	GPI1	0.826	Valid
	GPI3	0.818	Valid
Green Trust (Z)	GT1	0.791	Valid
	GT3	0.753	Valid
	GT4	0.742	Valid
	GT5	0.764	Valid

Source: Processed Data SmartPLS 3, 2025

Figure 3. Modified PLS Algorithm Results



Source: Processed Data from SmartPLS 3, 2025

Modifications to Table 12 and Figure 3 show that the resulting model performs well in terms of reliability. An outer loading value greater than 0.70 indicates that the indicators in the model have a high level of reliability and can explain the measured construct well.

b. Average Variance Extracted (AVE) Test Results

To determine convergent validity at the construct level, the Average Variance Extracted (AVE) is applied. An AVE value of ≥ 0.50 indicates that the construct captures more than half of the variance of its indicators, while a value below 0.50 shows that the unexplained variance is more predominant (Hair et al., 2022).

Table 13. Average Variance Extracted (AVE) Test Results

Variable	Average Variance Extracted (AVE)
Green Brand Image (X2)	0.590
Green Product (X1)	0.736
Green Purchase Intention (Y)	0.679
Green Trust (Z)	0.582

Source: Processed Data SmartPLS 3, 2025

Referring to Table 13, each variable has an AVE value > 0.50. This indicates that the four constructs meet the criteria for good convergent validity.

c. Discriminant Validity Test Results

Discriminant validity is a measure of the effectiveness of a construct in distinguishing between different constructs empirically, and shows that the construct has distinctive properties and encompasses phenomena that cannot be explained by other constructs (Hair et al., 2022).

Cross Loading

Table 14. Cross Loading Test Results

Indicators	Green Brand Image	Green Product	Green Purchase Intention	Green Trust
GBI1	0.787	0.548	0.526	0.562
GBI2	0.745	0.451	0.529	0.501
GBI4	0.786	0.478	0.612	0.593
GBI5	0.753	0.390	0.489	0.536
GP1	0.507	0.828	0.437	0.465
GP4	0.539	0.887	0.504	0.590
GPI1	0.601	0.441	0.826	0.544
GPI3	0.558	0.465	0.818	0.567
GT1	0.567	0.501	0.553	0.791
GT3	0.598	0.491	0.512	0.753
GT4	0.478	0.467	0.520	0.742
GT5	0.535	0.432	0.496	0.764

Source: Processed Data SmartPLS 3, 2025

Table 14 shows that the four variables analyzed have met the cross-loading criteria with a value > 0.70. These results indicate that each indicator has met the discriminant validity criteria, meaning that the indicators are able to describe the measured construct well.

The Fornell-Larcker Criterion

Table 15. Results of the Fornell Lacker Criterion Test

	Green Brand Image	Green Product	Green Purchase Intention	Green Trust
Green Brand Image	**0.768**			
Green Product	0.609	**0.858**		
Green Purchase Intention	0.705	0.551	**0.822**	
Green Trust	0.716	0.621	0.676	**0.763**

Source: Processed Data SmartPLS 3, 2025

Referring to Table 15, the results of the Fornell-Larcker criterion indicate that the square root values of AVE for each construct fall within the acceptable threshold. These AVE root values are consistently greater than the correlations with other constructs. Therefore, it can be inferred that all constructs in the model satisfy the requirements for good discriminant validity

Table 16. Composite Reliability Test Results

Variable	Composite Realibility	Description
Green Brand Image (X2)	0.852	Reliable
Green Product (X1)	0.848	Reliable
Green Purchase Intention (Y)	0.806	Reliable
Green Trust (Z)	0.848	Reliable

Source: Processed Data SmartPLS 3, 2025

Based on table 16, all constructs have achieved a Composite Reliability value > 0.70. The respective values obtained are Green Brand Image 0.852, Green Product 0.848, Green Purchase Intention 0.806, and Green Trust 0.848. Thus, all variables have reached the specified reliability standard, so that the measuring instruments in this study can be declared reliable.

2. Inner Model

a. VIF Test Results

Table 17. VIF Test Results

Relationship	VIF
Green Brand Image → Green Purchase Intention	2.255
Green Brand Image → Green Trust	1.590
Green Product → Green Purchase Intention	1.789
Green Product → Green Trust	1.590
Green Trust → Green Purchase Intention	2.305

Source: Processed Data SmartPLS 3, 2025

As presented in table 17, all Variance Inflation Factor (VIF) values in this research model are identified to be below the tolerance limit of 5, indicating the absence of multicollinearity issues.

b. R Square Test Results (R2)

Table 18. R Square Test Result (R^2)

Variable	R-Square
Green Purchase Intention (Y)	0.563
Green Trust (Z)	0.566

Source: Processed Data SmartPLS 3, 2025

According to table 18, Green Purchase Intention records an R-Square value of 0.563, which implies that 56.3% of its variance is explained by Green Products, Green Brand Image, and Green Trust, while the remaining 43.7% is attributed to other variables. Green Trust, on the other hand, shows an R-Square of 0.566, suggesting that 56.6% is determined by Green Products and Green Brand Image, with 43.4% accounted for by external factors. The minimal gap between these R-Square values reflects the stability of the model and the absence of overfitting. Overall, the model can be categorized as having moderate explanatory power, with relatively strong relationships among the variables.

c. F Square Test Result (F2)

Table 19. F-Square Test Result (F^2)

Relationship	F-square	Effect Size
Green Brand Image → Green Purchase Intention	1.178	Large
Green Brand Image → Green Trust	0.418	Large
Green Product → Green Purchase Intention	0.013	Small
Green Product → Green Trust	0.125	Small
Green Trust → Green Purchase Intention	0.097	Small

Source: Processed Data SmartPLS 3, 2025

Referring to table 19, the Eco-Friendly Brand Image demonstrates a notable effect on Green Purchase Intention with an f-square score of 1.178, as well as on Green Trust with a value of 0.418. This indicates that a sustainable brand image has a crucial role. In contrast, Eco-Friendly Products exhibit only a minor effect on Green Purchase Intention (0.013) and Green Trust (0.125). Furthermore, Green Trust toward Green Purchase Intention reveals a limited impact with an f-square value of 0.097.

d. Q-Square Test Result

Table 20. Q-Square Test Result

Variable	Q^2(=1-SSE/SSO)
Green Purchase Intention (Y)	0.351
Green Trust (Z)	0.316

Source: Processed Data SmartPLS 3, 2025

In table 20, the model has fairly good predictive competence, as indicated by a Q-Square value of 0.351 for Green Purchase Intention (Y) and 0.316 for Green Trust (Z). Since all Q-Square values are > 0, the model is declared to have predictive relevance.

e. Model Fit Test Results

Table 21. Model Fit Test Results

	Saturated Model	Estimated Model
d_ULS	0.494	0.494
d_G	0.231	0.231
Chi-Square	231.374	231.374
NFI	0.704	0.704

Source: Processed Data SmartPLS 3, 2025

According to table 21, the SRMR score of 0.080 is beneath the 0.10 threshold, signifying that the model attains a good fit. The NFI result of 0.704 surpasses the minimum benchmark of 0.70, implying that the model is acceptable, although it has not yet achieved the optimal criterion (≥ 0.90). The Chi-Square statistic of 231.374 illustrates the model's overall adequacy. Therefore, the research framework satisfies the fit requirements and is feasible for hypothesis testing.

3. Hypothesis Testing Results

In evaluating the relationship between variables, the bootstrapping procedure is used to obtain coefficient estimates and t-values. Hypothesis significance is evaluated by comparing the bootstrapping t-statistic with the 5% t-table (α = 0.05) of 1.96. If the t-statistic is higher, then the path relationship is significant.

Table 22. Results of Direct Relationship Hypothesis Testing

Variable	Original Sample	t_{value}	P_{value}	Description
Green Brand Image → Green Purchase Intention	0.419	4.706	0.000	Accepted
Green Brand Image → Green Trust	0.537	7.533	0.000	Accepted
Green Product → Green Purchase Intention	0.101	1.044	0.298	Rejected
Green Product → Green Trust	0.294	3.771	0.000	Accepted
Green Trust → Green Purchase Intention	0.313	3.882	0.000	Accepted

Source: Processed Data SmartPLS 3, 2025

Based on the results of hypothesis testing in table 22 from five hypotheses, there is one hypothesis that shows insignificant results, namely the effect of Green Product on Green Purchase Intention because there is a p-value of 0.298 exceeding the significance limit of 0.05. This means that consumers' perceptions of products with sustainability principles do not directly affect their purchase intentions for AMDK Cleo products.

4. Mediation Relationship Test Results

This research employs mediation effect analysis to examine the indirect influence of independent variables on dependent variables through mediators. The significance of the relationship is determined by comparing the t-statistic values with t-tables at α = 0.05 (1.96).

Table 23. Results of Hypothesis Testing for Mediation Relationships

Variable	Original Sample	t_{value}	P_{value}	Description	Types of Mediation
Green Brand Image → Green Trust → Green Purchase Intention	0.168	3.765	0.000	Accepted	Partial Mediation
Green Product → Green Trust → Green Purchase Intention	0.092	2.518	0.013	Accepted	Partial Mediation

Source: Processed Data SmartPLS 3, 2025

The findings presented in Table 23 reveal that Green Trust serves as a partial mediator in the linkage between Green Brand Image → Green Purchase Intention (sample = 0.168; t-value = 3.765; p-value = 0.000) and Green Product → Green Purchase Intention (sample = 0.092; t-value = 2.518; p-value = 0.013). Hence, the hypothesis is accepted.

Discussion

The Influence of Green Products on Green Trust

The results of the first hypothesis test (H1) show that Green Product has a positive and significant effect on Green Trust. This is evidenced by a t-value of 3.771, which exceeds the t-table value of 1.96 at a significance level of 5% and a p-value of 0.000. Thus, Hypothesis 1 is accepted. This finding is in line with the results of studies by Lestari et al. (2020), Abdillah

and Martha H. (2022), and Nurhalisa et al. (2023), which state that Green Products have a positive and significant impact on Green Trust. Consumer trust can be built through products that are oriented towards environmental sustainability, for example through production methods that minimize negative impacts on nature and optimize the use of resources. AMDK Cleo, which uses lighter and recyclable bottles, is a concrete example of environmental commitment that can increase consumer trust in its products.

The influence of green brand image on green trust

The results of the second hypothesis (H2) testing show that Green Brand Image has a positive and significant effect on Green Trust. This is indicated by a t-value of 7.533, which exceeds the t-table of 1.96 with a p-value of 0.000 < 0.05 and an original sample of 0. These results are in line with the studies by Jannah et al. (2024), Hartanti et al. (2024), and Yahya (2022). This study concludes that a brand image that demonstrates a commitment to environmental sustainability can increase consumer trust. AMDK Cleo builds its Green Brand Image through the use of recycled bottles, a program to plant 1,000 mangrove trees, and transparent communication about environmental conservation. These efforts strengthen consumer trust because Cleo not only sells products but also demonstrates social and environmental responsibility.

The influence of green trust on green purchase intention

The results of testing the third hypothesis (H3) show that Green Trust has a positive and significant effect on Green Purchase Intention, with a t-value of 3.882 > 1.96, a p-value of 0.000 < 0.05, and an original sample of 0.313. These results are in line with the research of Zhuang et al. (2022), Syahputra and Yeni (2021), and Abdillah and Martha H. (2022), which states that Green Trust has a positive and significant impact on Green Purchase Intention. Consumers trust brands that are committed to protecting the environment and social responsibility, which encourages purchase intention. AMDK Cleo builds Green Trust through green marketing strategies that include environmentally friendly production, the use of recycled packaging, sustainability-based promotions, and distribution that considers environmental impact.

The influence of green products on green purchase intention

The results of the fourth hypothesis test (H4) indicate that the Green Product variable has no significant effect on the intention to purchase environmentally friendly products (Green Purchase Intention). The t-value of 1.044 < t-table 1.96, p 0.298 > 0.05, and the original sample of 0.101 show a positive but insignificant relationship. This finding contradicts the research by Hotimah and Samsudin (2024), Winarni (2024), and Madjidan and Sulistyowati (2022), which states that Green Product has a positive and significant effect on Green Purchase Intention. This shows that even though customers are aware of the value of environmentally friendly products, this awareness is not enough to encourage purchases. AMDK Cleo has environmentally friendly products such as easily recyclable packaging, but this is not enough to drive purchase intention. Consumers prioritize other factors such as water taste and price.

The influence of green brand image on green purchase intention

The results of the fifth hypothesis (H5) testing show that Green Brand Image has a positive and significant effect on Green Purchase Intention, as evidenced by a t-value of 4.706, which is higher than the t-table value of 1.96, a p-value of 0.000 < 0.05, and an original sample of 0.419, which indicates a positive relationship. This finding is consistent with the research by Adelina and Hutabarat (2023), Hotimah and Samsudin (2024), and Tahir (2021), which states that green brand image contributes significantly to increasing consumer purchase intention. These results confirm that the more positive consumers' views of green brand image are, the greater their trust in the product, which ultimately encourages the formation of intent to purchase environmentally conscious products. AMDK Cleo reinforces its environmentally friendly image through the use of recycled packaging and lighter PET bottles as a form of responsibility for sustainability.

The influence of green trust mediates the relationship between the green product variable and green purchase intention

The results of testing the first mediation hypothesis show that Green Trust plays a significant and positive mediating role in the relationship between Green Product and Green Purchase Intention, with a t-value of 2.518 > 1.96, p-value of 0.013 < 0.05, and an original sample of 0.092. These results are in line with the studies by Bagia et al. (2024) and Nurhalisa et al. (2023), which found that Green Product has a significant positive effect on Green Purchase Intention through Green Trust as a mediating variable. This finding confirms that although Green Products do not have a direct impact on Green Purchase Intention, the level of consumer trust in green products can bridge this relationship and encourage stronger purchase intentions.

The influence of green trust mediates the relationship between the green brand image variable and green purchase intention

The results of testing the second mediation hypothesis show that Green Trust acts as a positive and significant mediator in the relationship between Green Brand Image and Green Purchase Intention, with a t-value of 3.765 > 1.96, a p-value of 0.000 < 0.05, and an original sample of 0.168. These results support Yahya's (2020) research, which confirms that the stronger the green brand image, the higher the level of consumer trust, which ultimately increases the intention to purchase environmentally friendly products. Cleo strengthens its Green Brand Image through the innovation of the Eco Shape smart bottle made from 100% recycled plastic with 30% less plastic usage, which not only creates a positive image in the eyes of consumers but also builds trust in the brand. Thus, Green Trust is proven to be an important mediating variable that bridges the influence of Green Brand Image on Green Purchase Intention.

CONCLUSION

The results of the study indicate that green products and green brand image contribute positively to the formation of green trust in Cleo bottled water products. This trust then has a significant effect on consumers' intention to purchase environmentally friendly products. However, green products do not directly influence green purchase intention, which means that environmentally friendly attributes alone are not strong enough to drive purchasing decisions.

Instead, brand image and consumer trust play a more dominant role in shaping green purchasing behavior. Green trust has also been proven to mediate the relationship between green products and green brand image on green purchase intention, confirming that building trust is an important step before positive perceptions of environmentally friendly attributes can influence consumer choices. This implies that strengthening consumer trust through consistent sustainable practices and a credible green brand image is essential for increasing purchase intention and strengthening competitiveness in the market.

Suggestions

Based on these conclusions, several recommendations can be made for Cleo and future research. Cleo needs to improve packaging communication by adding clear recycling instructions, becoming more actively involved in environmental programs that are visible to consumers, and communicating sustainability reports transparently to strengthen consumer trust. These efforts will reinforce the green brand image while increasing product purchase intent. For future research, it is recommended to expand the scope of research beyond the JABODETABEK region, add variables such as environmental awareness, green perceived quality, and price perception, and use a longitudinal approach to gain a deeper understanding of the dynamics of consumer behavior change in terms of green purchase intention.

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