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The Effect of Environmental Awareness and Green Perceived Quality on Green Purchase Decision Through Green Trust as a Mediating Variable in Tupperware Products

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ABSTRACT

This study aims to analyze the effect of Environmental Awareness and Green Perceived Quality on Green Purchase Decision through Green Trust as a Mediating Variable in Tupperware Products. The population in this study are people who buy Tupperware products and live in JABODETABEK. The sample used in this study was 161 respondents 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 the distribution of questionnaires in the form of google forms with primary data sources. The data analysis method used is Partial Least Square (PLS). The results of this study indicate that Green Trust does not significantly mediate the relationship between Environmental Awareness and Green Purchase Decision. Conversely, it was found that Green Trust partially mediates the relationship between Green Perceived Quality and Green Purchase Decision.

Keywords *: Environmental Awareness; Green Perceived Quality; Green Purchase Decision; Green Trust.*

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INTRODUCTION

One country that is dedicated to promoting sustainable development is Indonesia. The 2030 Agenda for Sustainable Development Goals (SDGs) is a set of modern construction principles that encourage transformation and uphold the principles of successful construction. This agenda highlights human rights and emphasizes the importance of progress in three main areas of development: social, economic, and environmental (Dewi, 2023).

According to Safitri and Setiyarini (2023), environmental damage is an issue that has received serious attention from Indonesians. Issues such as declining air quality, air pollution, and waste management have become very important. The increase in household waste every day adds to the amount of waste produced. This condition poses a challenge for the community in terms of efficient waste disposal methods. As a result, the environmental balance is increasingly disrupted. Based on data from the Ministry of Environment and Forestry's National Waste Management Information System (SIPSN), Indonesia produced 35.93 million tons of waste in 2022, down 22.04% from the previous year's 29.44 million tons. Of this amount, around 62.49% or 22.45 million tons has been managed, while the remaining 37.51% or 13.47 million tons has not been recycled (Annur, 2023).

Through its three main pillars, Tupperware aspires to improve social and environmental conditions, namely, Changing Lives, Living Smart, and Acting Responsibly. Tupperware offers strong, durable products that can drive growth through each of these pillars. This approach is in line with the 2030 Sustainable Development Goals (SDGs), which were introduced by UN member states in September 2015 and seek to reduce poverty and achieve environmental sustainability. Achieving these admirable goals is Tupperware's main focus.

To meet domestic demand, Tupperware is a global company that manufactures a variety of high-quality plastic goods and distributes them through a direct sales network. The brand is known for its ease of use and durability. Although used by many different groups, Tupperware is particularly popular with parents due to its exceptional quality and usefulness. Tupperware products are considered reasonably priced given the various benefits they offer to customers (Hidayati, 2023). Tupperware is a widely recognized product in the plastic household goods industry and has gained significant popularity. This success was achieved through Tupperware's success in winning the Top Brand Index award several times. The following is a list of Top Brand Index winners for the Best Plastic Products category in the last five years.

According to the Top Brand Index, Tupperware's score has declined consistently from 2020 to 2024. In 2020, Tupperware still dominated the market with a score of 50.00% and remained at 48.50% in 2021 and 46.50% in 2022. However, in 2023, its score dropped significantly to 41.80%, finally reaching only 30.00% in 2024. These figures show that Tupperware's market share is being eroded by its competitors, especially Lock & Lock, which has experienced rapid growth from 5.20% in 2020 to 20.40% in 2024. This situation shows that consumer purchasing decisions regarding Tupperware products are declining, even though the brand still has a strong position compared to other competitors.

This decline is in line with the global trend reported on the Reuters website, which shows Tupperware's weakening performance, particularly in the Asia-Pacific region. Initially, this region was the driving force behind Tupperware's global sales growth, with key countries such as Indonesia, China, India, and Malaysia. In Indonesia alone, sales exceeded USD 200 million per year in the 2013–2015 period, making it one of the most contributory markets to global sales. However, the appeal of the "party" or home gathering-based direct sales model has gradually weakened as consumers prefer modern retailers and e-commerce platforms that offer similar products at lower prices and with easier access. Competition with more innovative and price-sensitive local and global brands further narrowed Tupperware's room for maneuver. This situation was exacerbated by the COVID-19 pandemic, which accelerated the shift in consumer shopping patterns towards digital and reduced household purchasing power. As a result, Asia Pacific's contribution, which previously accounted for nearly a third of global sales in 2013, has fallen sharply to below 20% in 2023. The decline in Tupperware's performance, both in terms of its Top Brand Index in Indonesia and its contribution to global sales, shows that the company faces serious challenges in maintaining consumer loyalty. Therefore, this research is important to identify factors that can increase consumer purchasing decisions for Tupperware products, one of which is through Environmental Awareness, which is relevant to current trends in public environmental awareness.

LITERATURE REVIEW

Sustainable Development Goals (SDGs)

According to Sofwan & Subekti, (2024) Sustainable Development Goals (SDGs) are a global agenda for 2030 formulated in a sustainable development agreement to address development challenges. The SDGs consist of 17 goals and 169 targets that continue the achievements of the Millennium Development Goals (MDGs) which ended in 2015. To simplify the four main pillars: social development, economic development, environmental development, and legal and governance development.

Marketing Management

According to Kotler et al., (2022) The success of marketing management depends on their ability to maximize three dimensions of marketing: depth, breadth, and relevance. Depth encompasses a strong academic foundation; examination of important concepts, models, frameworks, and theoretical concepts; and the ability to provide conceptual guidance for solving practical problems.

Consumer Behavior

According to Sinulingga & Sihotang, (2023) Consumer behavior is behavior in which consumers seek, purchase, use, evaluate, and consume goods and services that they expect will meet their needs. This behavior includes the study of purchasing units and exchange processes involving the acquisition and creation of goods and services, experiences, and ideas.

Environmental Awareness

According to Sugiarto & Gabriella, (2020) Environmental Awareness is an attitude whereby a person consciously appreciates and preserves the environment. This is an important part of

our lives. Environmental awareness can be seen or manifested as behavior whereby a person feels free from pressure.

Green Perceived Quality

According to Nekhamud & Farkas, (2020) consumer assessment of overall product quality, which includes product superiority over competitors, is influenced by the perceived value and quality of product ingredients and environmentally friendly packaging. The higher the consumer's Green Perceived Quality score for the product, the more positive their decision regarding product quality will be.

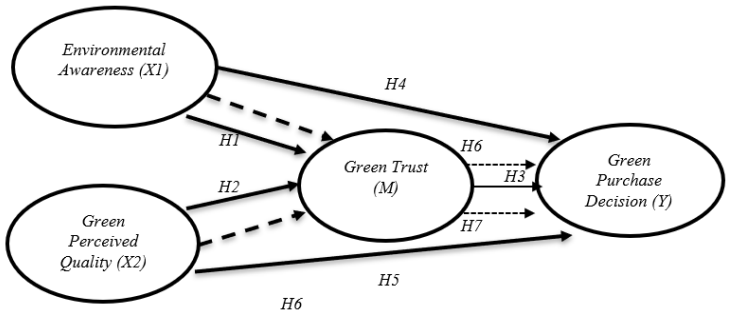
Green Trust

According to Silvia et al. (in Chrysna et al., 2022), Green Trust is the ability to rely on a product or service that demonstrates concern for the environment. Hernawati (2022) adds that this trust greatly influences the effectiveness and efficiency of product sales. Consumer trust is the willingness to use or purchase a product because they believe the company will meet their expectations. Consumers usually believe that every statement, promise, and claim made by marketers is trustworthy.

Green Purchase Intention

According to Fernanda (2023), purchasing decisions involve a series of processes that begin with consumers recognizing a problem, searching for information about specific products or brands, and evaluating available alternatives to solve the problem, ultimately leading to a purchasing decision.

Figure 1. Conceptual Framework



H1: Environmental Awareness has a positive and significant effect on Green Purchase Decision.
H2: Green Perceived Quality has a positive and significant effect on Green Purchase Decision.
H3: Green Trust has a positive and significant effect on Green Purchase Decision.
H4: Environmental Awareness has a positive and significant effect on Green Trust.
H5: Green Perceived Quality has a positive and significant effect on Green Trust.
H6: Green Trust mediates the relationship between Environmental Awareness and Green Purchase Decision.
H7: Green Trust mediates the relationship between Green Perceived Quality and Green Purchase Decision.

METHOD

Population and Sample

The Population in this study consists of consumers living in the jabodetabek area who have purchased Tupperware products. This consideration was chosen because Tupperware consumers are considered to be involved in purchasing environmentally friendly products, such as reducing the use of single-use plastics and choosing sustainable and reusable products. 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 having purchased Tupperware products at least once. The number of respondents obtained was 161 people, exceeding the minimum limit of 85 recommended 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 using Google Forms to respondents who meet the specified criteria. The distribution was carried out through communication and social media platforms such as WhatsApp, TikTok, 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 environmental awareness, perceptions of Tupperware product quality, level of trust in the brand, and their purchasing decisions. The statement instruments in the questionnaire were adapted from previous validated research, and all respondent answers were measured using a five-point Likert scale, with a score of 1 indicating strongly disagree and a score of 5 indicating strongly agree.

Data Analysis Methods

a. Descriptive Statistical Analysis

Descriptive statistics is a form of analysis used to describe data. Descriptive is defined as a way to describe all selected variables by calculating data according to the researcher's needs. This analysis is used 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 type of multivariate statistical analysis that is as effective as SEM. This method is very suitable for multiple regression and principal component regression analysis, because it has a more robust nature, namely the model parameters do not change much even if new samples are taken from the population as a whole (Rachbini and Evi, 2023).

RESULTS AND DISCUSSION

Results of Descriptive Statistical Analysis

Through research conducted on 161 respondents, general characteristics of respondents were identified, including gender, age, and type of occupation of each respondent, as described below:

Table 1. Characteristics of Respondents Based on Gender

Gender	Frequency	Percentage
Male	137	85.09%
Female	24	14.91%
Total	161	100.00%

Source: Processed data, 2025

Table 2. Characteristics of Respondents Based on Age Group

Age	Frequency	Percentage
17-23 Years	96	59.63%
24-30 Years	21	13.04%
31-38 Years	30	18.63%
39-45 Years	13	8.07%
> 46 Years	1	0.62%
Total	161	100.00%

Source: Processed data, 2025

Table 3. Characteristics of Respondents Based on Domicile

Domicile	Frequency	Percentage
Jakarta	38	23.60%
Bogor	21	13.04%
Depok	18	8.70%
Tangerang	70	43.48%
Bekasi	18	11.18%
Total	161	100.00%

Source: Processed data, 2025

Table 4. Characteristics of Respondents Based on Occupation

Occupation	Frequency	Percentage
Students	89	55.28%
Private Employee	27	16.77%
Entrepreneurs	11	6.83%
Civil Servant	2	1.24%
Housewives	32	19.88%
Total	**161**	**100.00%**

Source: Processed data, 2025

Table 5. Characteristics of Respondents Based on Income

Income	Frequency	Percentage
< Rp 1.000.000	59	36.65%
Rp 1.000.000 - Rp 5.000.000	67	41.61%
Rp 5.000.000 - Rp 10.000.000	30	18.63%
> Rp 10.000.000	5	3.11%
Total	161	100.00%

Source: Processed data, 2025

Descriptive Statistical Analysis of Respondents' Answers

This study uses a questionnaire as a data collection tool, so the scores given by respondents and the average responses will be determined accurately as follows:

Table 6. Descriptive Responses for Environmental Awareness (XI)

No	Statement	N	Mean
1	I realize that using Tupperware products that can be used for a long time can help reduce plastic waste and support environmental conservation.	161	**4.509**
2	I am aware that the recycling program carried out by Tupperware contributes to reducing the negative impact on the environment.	161	4.429
3	I always bring Tupperware containers to reduce the use of disposable plastic containers.	161	**4.106**

Source: Processed Data SmartPLS 3, 2025

Table 7. Descriptive Responses for Green Perceived Quality (X2)

No	Statement	N	Mean
1	Tupperware products are more durable than other plastic products.	161	**4.584**
2	Tupperware is known as an environmentally friendly brand.	161	4.398
3	Tupperware products come in a variety of sizes and colors to suit consumer needs.	161	4.422
4	Tupperware uses recyclable materials in its products to support sustainability.	161	**4.255**

Source: Processed Data SmartPLS 3, 2025

Table 8. Descriptive Responses for Green Trust (Z)

No	Statement	N	Mean
1	I believe that Tupperware is a brand that is highly committed to environmental sustainability.	161	4.112
2	I believe that Tupperware products are made from more environmentally friendly materials than other brands.	161	**4.062**
3	Tupperware is known as a brand that is committed to reducing its environmental impact through sustainability programs and the use of reusable products.	161	4.180
4	I believe that Tupperware is an environmentally friendly product because its durability supports long-term use and helps reduce waste.	161	**4.348**
5	Tupperware has programs that support environmental sustainability.	161	4.118

Source: Processed Data SmartPLS 3, 2025

Table 9. Descriptive Responses of Green Purchase Decision (Y)

No	Statement	N	Mean
1	I understand that choosing environmentally friendly Tupperware products can help reduce pollution.	161	4.410
2	Before purchasing Tupperware products, I consider whether they can be used repeatedly.	161	4.280
3	I prefer products such as Tupperware that have a good reputation for supporting environmental sustainability.	161	**4.248**
4	I prefer Tupperware products because they are high quality and environmentally friendly.	161	**4.416**
5	I would recommend environmentally friendly products such as Tupperware to others.	161	4.304

Source: Processed Data SmartPLS 3, 2025

Data Analysis Results

1. Outer Model

a. Convergent Validity Test Results

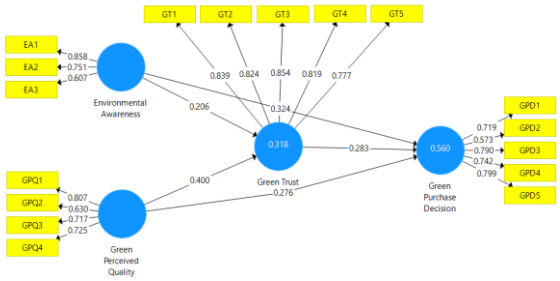
According to Hair et al. (2022), convergent validity refers to the extent to which an assessment instrument has a positive correlation with other instruments measuring the same construct. Based on the domain sampling model approach, indicators in reflective constructs are considered alternative representations in measuring these constructs. Therefore, each item that acts as an indicator of reflective constructs is expected to have a high level of convergence, which is reflected in the proportion of variance explained by the measured construct.

Table 10. Convergent Validity Test Results

Variable	Indicator	Outer Loading	*Description*
Environmental Awareness (X1)	EA1	0.858	Valid
	EA2	0.751	Valid
	EA3	0.607	Invalid
Green Purchase Decision (Y)	GPD1	0.719	Valid
	GPD2	0.573	Invalid
	GPD3	0.790	Valid
	GPD4	0.742	Valid
	GPD5	0.799	Valid
Green Perceived Quality (X2)	GPQ1	0.807	Valid
	GPQ2	0.630	Invalid
	GPQ3	0.717	Valid
	GPQ4	0.725	Valid
Green Trust (Z)	GT1	0.839	Valid
	GT2	0.824	Valid
	GT3	0.854	Valid
	GT4	0.819	Valid
	GT5	0.777	Valid

Source: Processed Data SmartPLS 3, 2025

Figure 2. PLS Algorithm Results



Source: Processed Data from SmartPLS 3, 2025

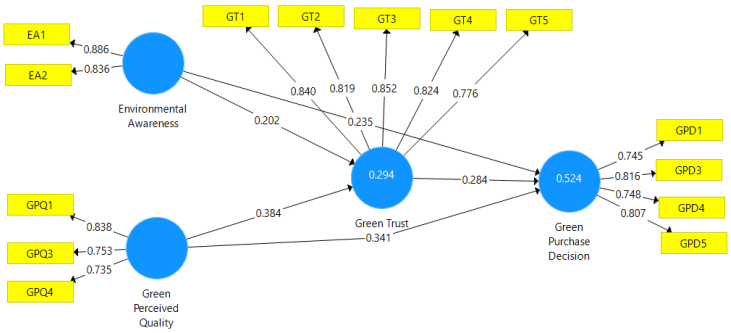
The results of the Convergent Validity test show that most indicators are valid because they have outer loading values > 0.70. However, there are three indicators that do not meet the criteria, namely EA3 (0.607), GPQ2 (0.630), and GPD2 (0.573). Although values >0.50 can still be considered, these indicators were decided to be eliminated from the model in order to optimize the validity of the instrument, then recalculated using the adjusted model.

Table 11. Convergent Validity Test Results (After Modification)

Variable	Indicator	Outer Loading	Reamark
Environmental Awareness (X1)	EA1	0.886	Valid
	EA2	0.836	Valid
Green Purchse Decision (Y)	GPD1	0.745	Valid
	GPD3	0.816	Valid
	GPD4	0.748	Valid
	GPD5	0.807	Valid
Green Perceived Quality (X2)	GPQ1	0.838	Valid
	GPQ3	0.753	Valid
	GPQ4	0.735	Valid
Green Trust (Z)	GT1	0.840	Valid
	GT2	0.819	Valid
	GT3	0.852	Valid
	GT4	0.824	Valid
	GT5	0.776	Valid

Source: Processed Data SmartPLS 3, 2025

Figure 3. Modified PLS Algorithm Results



Source: Processed Data from SmartPLS 3, 2025

Based on the modifications shown in Table 11 and Figure 3, all indicators show outer loading values > 0.70. This indicates that each indicator has met the convergent validity criteria. Therefore, the indicators are considered valid and suitable for inclusion in the next stage of analysis.

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 12. Average Variance Extracted (AVE) Test

Variable	Average Variance Extracted (AVE)
Environmental Awareness (X1)	0.742
Green Perceived Quality (X2)	0.603
Green Purchase Decision (Y)	0.608
Green Trust(Z)	0.677

Source: Processed Data SmartPLS 3, 2025

The results of the Average Variance Extracted (AVE) calculation show that all variables have an AVE value > 0.50 (EA = 0.742; GPQ = 0.603; GPD = 0.608; GT = 0.677). This indicates that all constructs have met the convergent validity standard and have good instrument quality.

c. Discriminant Validity Test Results

Discriminant validity assesses the extent to which a construct differs from other constructs using empirical standards. This indicates that the construct is unique and encompasses phenomena not captured by other constructs in the model (Hair et al., 2022).

Cross Loading

Table 13. Cross Loading Test Results

Indicators	Green Brand Image	Green Product	Green Purchase Intention	Green Trust
EA1	0.886	0.629	0.565	0.419
EA2	0.836	0.537	0.459	0.378
GPD1	0.509	0.498	0.745	0.456
GPD3	0.510	0.575	0.816	0.475
GPD4	0.393	0.420	0.748	0.424
GPD5	0.440	0.514	0.807	0.421
GPQ1	0.572	0.838	0.592	0.431
GPQ3	0.631	0.753	0.475	0.359
GPQ4	0.381	0.735	0.432	0.423
GT1	0.472	0.457	0.473	0.840
GT2	0.277	0.333	0.493	0.819
GT3	0.405	0.494	0.498	0.852
GT4	0.438	0.465	0.470	0.824
GT5	0.285	0.374	0.411	0.776

Source: Processed using SmartPLS 3.0, 2025

Based on the results of the modification of Table 13, the four variables, namely Environmental Awareness, Green Perceived Quality, Green Purchase Decision, and Green Trust, show good cross-loading values, namely > 0.70. The cross-loading values for the variables Environmental Awareness, Green Perceived Quality, Green Purchase Decision, and Green Trust are all > 0.70. This indicates that the indicators can meet the criteria for discriminant validity, which means that they can accurately describe the construct being measured.

The Fornell-Larcker Criterion

Table 14. Results of the Fornell Lacker Criterion Test

	Green Brand Image	Green Product	Green Purchase Intention	Green Trust
Environmental Awareness (X1)	**0.861**			
Green Perceived Quality (X2)	0.680	**0.777**		
Green Purchase Decision (Y)	0.598	0.649	**0.780**	
Green Trust (Z)	0.463	0.521	0.571	**0.823**

Source: Processed Data SmartPLS 3, 2025

Based on Table 14, the Fornell-Larcker Criterion test shows that all variables, namely Environmental Awareness (X1), Green Perceived Quality (X2), Green Purchase Decision (Y), and Green Trust (Z), have achieved good discriminant validity requirements. Similarly, the pattern applies to all other variables, indicating that each construct has its own competence without conflicting with other constructs. In conclusion, the model has adequate discriminant validity.

Table 15. Composite Reliability Test Results

Variable	Composite Realibility	Description
Environmental Awareness (X1)	0.852	Reliable
Green Perceived Quality (X2)	0.820	Reliable
Green Purchase Decision (Y)	0.861	Reliable
Green Trust (Z)	0.913	Reliable

Source: Data Processed using SmartPLS 3, 2025

Referring to the testing in Table 12, the results of the study show that all variables have a minimum Composite Reliability of 0.70, which includes Environmental Awareness (0.852), Green Perceived Quality (0.820), Green Purchase Decision (0.861), and Green Trust (0.913). These research results indicate that the four variables have met the construct reliability criteria, meaning that all variables in the model are reliable and have good internal consistency in constructing new structures.

2. Results Of Structural Model Testing Inner Model

a. VIF Test Results

Table 16. VIF Test Results

Relationship	VIF
Enviromental Awareness → Green Purchase Decision	1.919
Environmental Awareness → Green Trust	1.861
Green Perceived Quality → Green Purchase Decision	2.069
Green Perceived Quality → Green Trust	1.861
Green Trust → Green Purchase Decision	1.416

Source: Data Processed using SmartPLS 3.0, 2025

Referring to the results of the Variance Inflation Factor (VIF) test in Table 16, all VIF values in the model are < 5, so it can be concluded that this research model does not experience multicollinearity problems.

b. R Square Test Results (R2)

Table 17. R Square Test Result (R^2)

Endogenous Variable	R-Square
Green Purchase Decision (Y)	0.524
Green Trust (Z)	0.294

Source: Data Processed using SmartPLS 3.0, 2025

Based on Table 4.17, the Green Purchase Decision variable has an R^2 value of 0.524, meaning that 52.4% can be explained by the model and is classified as moderate, so it is sufficient to describe consumer behavior in green purchasing decisions. Meanwhile, the Green Trust

variable has an R^2 value of 0.294, indicating that 29.4% is explained by the model and is classified as weak, but still reflects an influence on consumer trust.

c. F Square Test Result (F2)

Table 18. F-Square Test Result (F^2)

Relationship	F-square	Effect Size
Environmental Awareness → Green Purchase Decision	0.119	Small
Environmental Awarenesss → Green Trust	0.032	Small
Green Perceived Quality → Green Purchase Decision	0.079	Small
Green Perceived Quality → Green Trust	0.120	Small
Green Trust → Green Purchase Decision	0.125	Small

Source: Data Processed using SmartPLS 3.0, 2025

Based on the results of the f-square table 4.18, it shows that the f-square relationship between Environmental Awareness and Green Purchase Decision is 0.119, Environmental Awareness and Green Trust is 0.032, Green Perceived Quality and Green Purchase Decision is 0.079, Green Perceived Quality and Green Trust is 0.120, and Green Trust and Green Purchase Decision is 0.125.

d. Q-Square Test Result

Table 19. Q-Square Test Result

Variable	Q^2(=1-SSE/SSO)
Green Purchase Decision (Y)	0.268
Green Trust (Z)	0.204

Source: Data Processed Data SmartPLS 3, 2025

Referring to the analysis in Table 4.19, the Q-Square value for Green Purchase Decision (Y) is 0.268, and the Q-Square value for Green Trust (Z) is 0.204. Since the Q-Square values for both variables are > zero, it can be concluded that the model has high predictive relevance for both endogenous variables.

3. Hypothesis Testing Results

In the structural model, the significance of the relationship between variables is tested through bootstrapping by looking at the parameter coefficient values and t-statistics. A relationship is considered significant if the t-statistic value is > 1.96 (at $\alpha = 5\%$).

Table 20. Results of Direct Relationship Hypothesis Testing

Variable	Original Sample	t_{value}	P_{value}	Description
Environmental Awareness → Green Purchase Decision	0.324	3.078	0.002	Accepted
Environmental Awareness → Green Trust	0.206	1.883	0.062	Rejected
Green Perceived Quality → Green Purchase Decision	0.276	2.511	0.013	Accepted
Green Perceived Qaulity → Green Trust	0.400	3.485	0.001	Accepted
Green Trust → Green Purchase Decision	0.283	3.597	0.000	Accepted

Source: Processed Data SmartPLS 3, 2025

Referring to the results of the hypothesis test in Table 4.20, there is one hypothesis that does not produce significant results, namely the relationship between Environmental Awareness and Green Trust, with a P value of 0.062, which is less than the significance threshold of 0.05. This shows that customer perceptions of Tupperware products are not solely influenced by the surrounding environment.

4. Mediation Relationship Test Results

Table 21. Results of Hypothesis Testing for Mediation Relationships

Variable	Original Sample	t_{value}	P_{value}	Description	Types of Mediation
Environmental Awareness → Green Trust → Green Purchase Decision	0.058	1.918	0.057	Accepted	Partial Mediation
Green Perceived Quality → Green Trust → Green Purchase Decision	0.113	2.034	0.0044	Accepted	Partial Mediation

Source: Data Processed using SmartPLS 3.0, 2025

Table 4.21 shows that Green Trust does not mediate the effect of Environmental Awareness on Green Purchase Decision, as indicated by a p-value of 0.057 (> 0.05). Meanwhile, Green Trust mediates the effect of Green Perceived Quality on Green Purchase Decision, as indicated by a p-value of 0.044 (≤ 0.05). Thus, the type of mediation that occurs is partial, because Green Trust only plays a role in some of the relationships between variables.

Discussion

The Influence of Environmental Awareness on Green Purchase Decisions

The first hypothesis test (H1) shows that Environmental Awareness has a significant positive effect on Green Purchase Decision, with a t-value of 3.078 > 1.96, a p-value of 0.002 < 0.05, and an original sample of 0.324, which indicates a positive relationship. This finding is in line with the research of Hasanah et al. (2023), Paramita et al. (2021), and Mahmoud et al. (2022), which states that the higher the environmental awareness, the greater the likelihood of consumers making environmentally friendly purchases. This proves that awareness of environmental issues plays an important role in encouraging decisions to purchase environmentally friendly products. In the context of Tupperware, this is reflected in the production of Eco Bottles, which are environmentally friendly bottles that are reusable, BPA-free, and support a healthy and sustainable lifestyle.

The influence of Green Perceived Quality on Green Purchase Decision

The second hypothesis test (H2) shows that Green Perceived Quality has a significant positive effect on Green Purchase Decision, with a t-value of 2.511 > 1.96, a p-value of 0.013 < 0.05, and an original sample of 0.276 pointing to a positive direction. These results are consistent with the studies by Maharani et al. (2023), Lopes et al. (2023), and Santoso et al. (2023), which confirm that the higher consumers' perception of the green quality of a product, the more likely they are to make environmentally friendly purchases. Perceptions of durability, material safety, and environmental benefits have been shown to play an important role in driving these decisions. In this context, Tupperware, through its Eco Bottle product, offers an environmentally friendly bottle made from BPA-free LDPE and Polypropylene, which is durable, ergonomic, and supports a sustainable lifestyle.

The influence of Green Trust on Green Purchase Decision

Testing of the third hypothesis (H3) shows that Green Trust has a significant positive effect on Green Purchase Decision, with a t-value of 3.597 > 1.96, a p-value of 0.000 < 0.05, and an original sample of 0.283 pointing to a positive effect. This finding is in line with the research by Kusumah and Permana (2023), Pamela et al. (2023), and Fernanda et al. (2023), which confirms that the level of consumer trust in the quality, reliability, and commitment of products to sustainability plays an important role in driving purchasing decisions. Thus, the higher the Green Trust, the greater the tendency for consumers to choose environmentally friendly products over less sustainable ones.

The Influence of Environmental Awareness on Green Trust

The fourth hypothesis test (H4) shows that Environmental Awareness does not have a significant effect on Green Trust, with a t-value of 1.883 < 1.96, a p-value of 0.062 > 0.05, and an original sample of 0.206, even though it points to a positive direction. These results are not in line with the studies by Todaro et al. (2023) and Kusnanto et al. (2023), which found a significant positive effect. These findings indicate that environmental awareness does not always correlate directly with consumer trust in green claims, as there are still doubts about the openness and credibility of the information provided by companies.

The Influence of Green Perceived Quality on Green Trust

The fifth hypothesis test (H5) shows that Green Perceived Quality has a significant positive effect on Green Trust, with a t-value of 3.485 > 1.96, a p-value of 0.001 < 0.05, and an original sample of 0.400 pointing to a positive direction. These results are in line with the studies by Afendi (2019), Permana et al. (2023), and Ali et al. (2019), which state that the higher the perception of green quality, the greater the level of consumer trust in the product. In the context of Tupperware, the Eco Bottle product, which is made from BPA-free, durable, and reusable materials, supports a sustainable lifestyle and increases consumer confidence in the company's commitment to environmental friendliness.

The Influence of Green Trust Mediation in the Relationship Between Environmental Awareness and Green Purchasing Decisions

The sixth hypothesis test (H6) shows that Green Trust does not significantly mediate the relationship between Environmental Awareness and Green Purchase Decision, with a t-value of 1.918 < 1.96, a p-value of 0.057 > 0.05, and an original sample of 0.058, which, although positive, remains insignificant. This result differs from the findings of Irfanita et al. (2021), which showed a significant mediating effect. This means that even though consumers have high environmental awareness, their trust in Tupperware's eco-friendly claims is not strong enough to mediate purchasing decisions. This may be influenced by other factors such as price, availability, or the company's lack of convincing communication regarding its sustainability initiatives. In this context, Tupperware needs to strengthen its marketing strategy and build consumer trust so that Green Trust can play a more significant role in influencing purchasing decisions for environmentally friendly products.

The influence of Green Trust mediates the relationship between the Green Perceived Quality variable and the Green Purchase Decision

Testing of the seventh hypothesis (H7) shows that Green Trust significantly mediates the relationship between Green Perceived Quality and Green Purchase Decision, with a t-value of 2.034 > 1.96, a p-value of 0.044 < 0.05, and an original sample of 0.113 pointing to a positive direction. This finding is in line with the research by Maharani et al. (2023), which confirms that good perceptions of green product quality increase consumer trust, and that trust encourages them to make purchases. Thus, Green Trust plays an important role as a mediator in strengthening the influence of Green Perceived Quality on environmentally friendly purchasing decisions.

CONCLUSION AND SUGGESTIONS

Conclusion

The results of this study indicate that environmental awareness and perceived green quality have an important contribution in shaping green purchasing decisions for Tupperware products. This study shows that positive perceptions of environmentally friendly product quality play an important role in shaping consumer trust in Tupperware products, which ultimately encourages green purchasing decisions. Although environmental awareness does not directly increase consumer trust, consistent and sustainable product quality perceptions can foster green trust, which is an important mediator in influencing purchasing decisions. This confirms that building tangible and credible product quality is more effective in strengthening trust and encouraging consumers to choose environmentally friendly products than relying solely on environmental awareness.

Suggestions

Based on the results of the study, companies are advised to place greater emphasis on improving the quality of environmentally friendly products in a tangible and measurable way. Tupperware needs to ensure that its sustainability claims can be proven through the materials, design, and benefits of products that are oriented towards reducing plastic waste. These efforts will not only strengthen green perceived quality, but also foster green trust, which plays an important role in encouraging consumers to make green purchases. In addition, companies can also strengthen their communication strategies to be more transparent and educational so that consumer environmental awareness can be directly linked to trust in the product. By presenting clear information about sustainable production processes, certifications, and real contributions to environmental preservation, companies can build higher credibility. This step is expected to maintain consumer loyalty while expanding the market share of environmentally friendly products amid increasingly fierce industry competition.

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