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Influence of Green Awareness and Green Perceived Value on Coffeeshop Green Purchase Intention: Green Trust

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ABSTRACT

Objectives: *This study aims to analyze the influence of green awareness and green perceived value on green purchase intention among coffee shop consumers in DKI Jakarta, while exploring the mediating role of green trust.*
Methodology: *A descriptive quantitative approach was employed, involving 200 respondents selected through probability sampling using a cluster sampling technique. Data analysis was conducted using Structural Equation Modeling (SEM) based on Smart-PLS to test the hypotheses and mediating effects.*
Finding: *The results indicate that green awareness and green perceived value have a positive and significant impact on both green purchase intention and green trust. Furthermore, green trust significantly influences green purchase intention and effectively mediates the relationship between green awareness and green perceived value toward consumers' purchase intentions.*
Conclusion: *In the context of Jakarta coffee shops, purchase intentions are driven directly by awareness and perceived value rather than through the mediation of green trust.*

Keywords: *Green Awareness; Green Perceived Value; Green Trust; Green Purchase Intention; Sustainable Business.*

INTRODUCTION

Currently, there are numerous environmental issues facing the global community. These include illegal logging, global warming, environmental pollution, and many more (Adha et al., 2022) The result is environmental pollution stemming from waste and garbage generated during production processes. Waste and garbage can cause very dangerous environmental pollution, reducing the quality of life and damaging natural ecosystems. The negative impacts of declining environmental quality, whether due to pollution or damage to natural resources, include threats or negative impacts on health, decreased aesthetic appeal, economic losses, and disruption to natural systems (Sompotan & Sinaga, 2022) Global warming remains a highly important and frequently discussed topic today. This is because the impacts of this phenomenon can be very dangerous for all life on Earth. Some of the impacts

include rising global temperatures, a thinning ozone layer, increased forest fires, and rising sea levels that threaten coastal areas. Furthermore, global warming also poses a major threat to the environment and human life.(Anjaya et al., 2021)

Setiabudi et al. (2022) highlight that waste processing and recycling infrastructure in Indonesia remains severely inadequate, causing the 3R principles—reduce, reuse, recycle—to often be ineffective. This is further reinforced by (Rahayu, 2025) who state that the Extended Producer Responsibility (EPR) policy is still ineffective, particularly within small industries and the informal sector, meaning the role of producers in reducing plastic waste is not yet optimal. Furthermore, the use of single-use plastics and a convenience-oriented lifestyle continue to increase the annual volume of plastic waste (Alfira Damayanti & Fini Fajrini, 2025).

Plastic waste is one of the most widely generated types of waste globally, and this issue is becoming increasingly alarming worldwide. It causes significant environmental problems and continuous ecological damage while also negatively impacting human health.

Table 1. Coffeeshops that implement Go-Green

No	Coffee shop name	Forms of Green Implementation	Remarks
1.	1. Tuku Coffee 2. Nako Coffee 3. Kenangan coffee 4. Janji Jiwa 5. Fore 6. Toko Kopi Manusia	Green Packaging, Green trust, Green awareness, Green perceived value, Green Knowledge, Environmental Concern & Green Attitude	- Application of recycled packaging - Application of customer trust to brand purchase intent - Implementation of caring for the environment - Advantages of using green products (Discount) - Providing Knowledge about the importance of going green - Providing experience to consumers regarding caring for the environment - Positive attitude towards green products.
2.	1. Bagi Coffee 2. Titik Temu	Green awareness & Green perceived value	- Implementation of Consumer Awareness of the Environment - Advantages of using green products (Discount)

Source : Processed data, 2025

Based on table 1 Overall, the implementation of green marketing in these 8 cafes demonstrates that awareness of sustainable business is becoming a trend in the Indonesian coffee industry. Concepts such as green perceived value and green awareness play a crucial role in shaping more environmentally responsible consumer behavior. Therefore, cafes that consistently implement green practices tend to achieve high customer loyalty and a strong brand image in an increasingly environmentally conscious society.

A coffee shop chain is a local coffee chain that combines digital technology and sustainability concepts into its business model. This encourages F&B business growth by creating jobs and stimulating the local economy. Coffee shops are quickly gaining popularity among urbanites, especially millennials and Gen Z, due to their easy access, local flavors, and modern branding, which has led to many Gen Z customers engaging in various activities at coffee shops.

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Research Gap Based on Previous Studies

This research is also based on the research gap in previous research which discussed factors related to green purchase intention in Green awareness, Green perceived value & Green trust. On the variables of Green awareness and Green trust Based on research from (Junarsin et al., 2022) That Green awareness has no direct influence on the intention to buy green products, but the indirect effect through green brand preference is greater than the indirect effect through green belief. Meanwhile, according to (Bahtiar & Asih, 2025). That Green awareness & Green trust has a positive and significant influence on Green purchase intention

Research by (Imiru, 2023) also shows that Green perceived value does not have a real direct impact on the desire to buy green products. The results of previous studies show a difference in the effect of green values on green product purchase intentions, which suggests that additional research is still needed to understand the conditions that affect the green perceived value. Meanwhile, according to (Wicaksono & Darpito, 2023), Green perceived value positively affects green trust and green purchase intention. This study aims to analyze the influence of green awareness and green perceived value on green purchase intention among coffee shop consumers in DKI Jakarta through the mediating role of green trust.

LITERATURE REVIEW

Sustainability

Sustainability is defined as the ability to meet the needs of the present without compromising the ability of future generations to meet their own needs. However, this definition continues to evolve and now encompasses three main aspects: environmental, social, and economic (the triple bottom line), as the foundation of sustainable development.

Green purchase intention

Green purchase intention is a consumer's desire to purchase environmentally friendly products as a form of their commitment to sustainability and environmental protection. According to (Andreica Mihuț et al., 2025) green purchase intention is influenced by various factors, such as attitudes, social norms, and environmental awareness, which are strong indicators in shaping this desire. Additional explanation from (Hasanah et al., 2025) states that green purchase intention is highly dependent on perceived green value and green satisfaction. Consumers are more likely to be interested in purchasing green products if they perceive sustainable benefits from the product, which align with their environmental values and the satisfaction derived from using environmentally friendly products.This relationship indicates that perceived green value and consumer satisfaction are important factors in shaping the desire to purchase green products.

According to (Song et al., 2024) there are four indicators for measuring purchase intention:

1) The desire to choose a product based on an environmentally friendly label. 2.) The motivation to seek information about green products.3.) The desire to purchase a product due to a commitment to the environment and sustainability. 4.) The desire to influence others to choose environmentally friendly products.

Green awareness

Green awareness refers to consumers' level of awareness and understanding of environmental issues and the impact of products or services they use on the environment. According to (Ghobrial & Ajban, 2024) green awareness is influenced by green marketing strategies, which

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can increase consumer awareness of environmentally friendly practices and products, and influence their purchase intention for green products. (Syafitri, 2024) adds that green awareness encompasses consumers' understanding of environmental issues and the role of products or services in impacting the environment, which significantly impacts consumers' perceived value and desire to purchase green products.

Green awareness can be recognized through several indicators, according to (Wicaksono & Darpito, 2023) These dimensions and indicators are:1.) Environmental impact: a. Energy use b. Product impact, 2.) Environmental Problems: a. Pollution b. Humanity, 3.) Individual Responsibility: a. Individual responsibility b. Lifestyle

Green perceived value
Consumer perceived value is a comparative concept. When consumers perceive an environmentally friendly product as providing high value, they are more likely to choose that product. (Zhao & Chen, 2021) state that GPV is the public's perception of a green product based on the balance between benefits and sacrifice'.

According to research by (Román-Augusto et al., 2022) there are several dimensions and indicators that can be used to measure Green perceived value, namely as follows: 1.) Functional Value: a. Performance aspects b. Efficiency of green products 2.) Social Value: a. Social recognition b. Prestige 3.) Emotional Value: a. Satisfaction b. Pride

Green trust
Green trust is the way consumers feel confident in a brand, product, or company that is perceived as genuinely serious and honest about protecting the environment. According to (Jonathan, 2022) green trust is a crucial factor in determining consumers' willingness to purchase environmentally friendly products. Consumers who believe in a product's commitment to green products are more likely to choose and purchase that product. Wardana (2022) defines green trust as customer confidence in a company's environmental claims and its compliance with responsible environmental practices. Transparency in communication, consistency in environmentally friendly actions, and company credibility are key to building strong green trust.

According to research by (Wibowo et al., 2022), there are 4 indicators that can be measured from Green trust, namely:
1.) The company's commitment to the environment can be trusted,
2.) The company's reputation can be trusted, 3.) The products produced by the company are considered environmentally friendly, 4.) The company's performance can be accounted for.

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Figure 1. Conceptual Framework
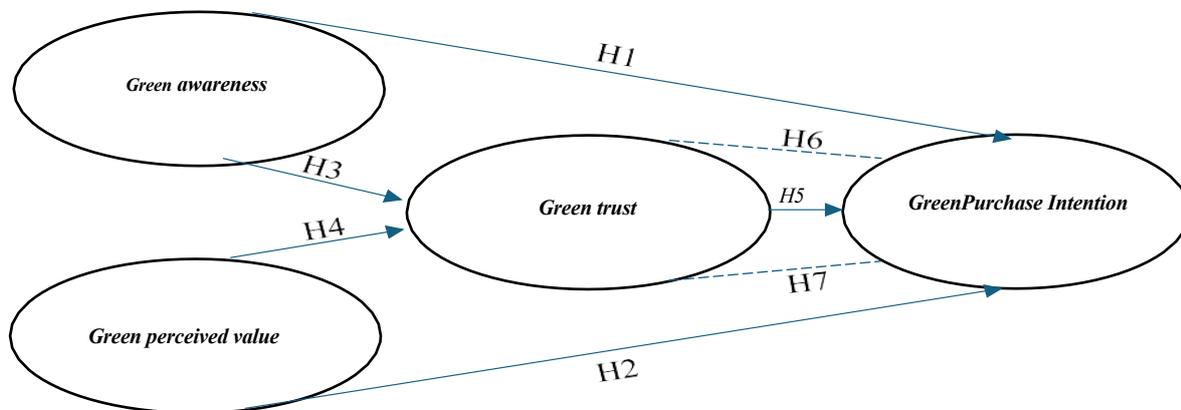
Based on the framework of thought, the hypothesis in this study is:

H1 : Green awareness has a positive and significant effect on Green purchase intention

H2 : Green perceived value has a positive and significant effect on Green purchase intention

H3 : Green awareness has a positive and significant effect on Green trust

H4 : Green perceived value has a positive and significant effect on Green trust

H5 : Green trust has a positive and significant effect on Green purchase intention

H6 : Green awareness has a positive and significant effect on Green purchase intention through Green trust

H7 : Green perceived value has a positive and significant effect on Green purchase intention through Green trust

METHOD

This research was conducted over a period spanning from August to February 2026. The research was located at various coffee shops in the DKI Jakarta area that have implemented Go Green principles in their operations. Methodologically, this study adopts a quantitative approach using a causal research model to analyze the cause-and-effect relationships between the variables being studied.

The population of this study consists of 200 visitors of these eco-friendly coffee shops. The sampling technique applied is probability sampling using a cluster sampling method, where the total population was divided based on the number of research sites to obtain 25 samples from each of the 8 coffee shops. For data collection, a questionnaire method was utilized, consisting of statements related to research indicators measured on a Likert Scale. Finally, the collected data was analyzed using the Partial Least Square (PLS) method.

RESULTS AND DISCUSSION

The object of this research is coffee shops that have implemented eco-friendly concepts (green concepts) within the DKI Jakarta region. The selection of DKI Jakarta as the research location is based on the rapid growth of the coffee shop industry, high population density, and the demographics of urban consumers who are environmentally conscious and have excellent

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access to information. These conditions make DKI Jakarta a relevant location for examining consumer behavior within the context of green marketing.

The coffee shops selected as research objects have implemented green marketing strategies, such as utilizing eco-friendly packaging, reducing single-use plastics, providing incentives for customers who bring their own tumblers, and maintaining communication that emphasizes environmental concern. These practices reflect the efforts of coffee shops to build green awareness and green perceived value among consumers, while simultaneously establishing green trust regarding the business's commitment to sustainability.

This study was conducted at coffee shops across the DKI Jakarta area, involving consumers as the research respondents. The research took place in 2025, tailored to the requirements of primary data collection through the distribution of questionnaires to coffee shop consumers who have experience visiting and making purchases. Thus, the object, location, and timing of the research are expected to provide a representative overview of the influence of green awareness and green perceived value on green purchase intention, with green trust serving as the mediating variable from a sustainable business perspective.

1. **Measurement Model (Outer Model)**
A. **Validity Convergent**

Table 2. Convergent Validity Test Results

Variabel	Indicator	Factor Loading	Remarks
Green awareness (X1)	GA1	0,736	Valid
	GA2	0,824	Valid
	GA3	0,719	Valid
	GA4	0,707	Valid
	GA5	0,717	Valid
	GA6	0,741	Valid
Green perceived value (X2)	GPV1	0,753	Valid
	GPV2	0,765	Valid
	GPV3	0,722	Valid
	GPV4	0,768	Valid
	GPV5	0,792	Valid
	GPV6	0,804	Valid
Green trust (Z)	GT1	0,869	Valid
	GT2	0,767	Valid
	GT3	0,879	Valid
	GT4	0,850	Valid
Green purchase intention (Y)	GPI1	0,777	Valid
	GPI2	0,714	Valid
	GPI3	0,819	Valid
	GPI4	0,856	Valid

Source: SmartPLS Test Results (2025)

Based on Table 2. The results of the convergent validity test indicate that all indicators have loading factor values > 0.70, which is considered valid and meets the convergent validity criteria.

B. Discriminant Validity (Cross Loading)

Table 3. Discriminant Validity Test Results

	X1	X2	Z	Y
GA1	0,736	0,371	0,256	0,508
GA2	0,824	0,540	0,345	0,605
GA3	0,719	0,366	0,168	0,382
GA4	0,707	0,317	0,218	0,328
GA5	0,717	0,402	0,306	0,451
GA6	0,741	0,538	0,481	0,489
GPV1	0,577	0,753	0,493	0,529
GPV2	0,346	0,765	0,553	0,582
GPV3	0,405	0,722	0,548	0,502
GPV4	0,309	0,768	0,578	0,492
GPV5	0,476	0,792	0,563	0,592
GPV6	0,595	0,804	0,509	0,629
GT1	0,370	0.731	0,869	0,519
GT2	0,288	0.775	0,767	0,351
GT3	0,404	0.710	0,879	0,467
GT4	0,343	0.808	0,850	0,517
GPI1	0,480	0,630	0,434	0,777
GPI2	0,348	0,437	0,389	0,714
GPI3	0,584	0,534	0,425	0,819
GPI4	0,580	0,663	0,513	0,856

Source: SmartPLS Test Results (2025)

Based on table 3. The cross-loading test shows that all indicators meet the criteria for good discriminant validity, as they have a higher correlation with the variables they measure. Therefore, it can be concluded that the above indicators are valid because they have a loading factor > 0.7.

C. Composite Reliability

Table 4. Composite Validity Test Results

	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Green awareness (X1)	0,839	0,880	0,551
Green perceived value (X2)	0,860	0,896	0,589
Green trust (Z)	0,864	0,907	0,710
Green purchase intention (Y)	0,804	0,871	0,629

Source: SmartPLS Test Results (2025)

Based on table 4. Above, the Average Variance Extracted (AVE) test results are valid because each variable has an AVE value > 0.5. Furthermore, all variables have composite reliability and Cronbach's alpha values > 0.7. Therefore, it can be concluded that these test results demonstrate good and reliable values, in accordance with the minimum expected standards.

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2. **Structural Model Test (Inner Model)**
A. **R-Square (R^2)**

Table 5. R-Square Value Test Result (R^2)

	R-Square
Green trust (Z)	0,496
Green purchase intention (Y)	0,599

Source: SmartPLS Test Results (2025)

Based on table 5. The R-Square for green trust is 0.496. This means that 49.6% of green trust is influenced by green awareness and green perceived value. The remaining 50.4% is influenced by factors outside this study. Furthermore, the R-Square value for the green purchase intention variable is 0.599. This means that 59.9% of green purchase intention is influenced by green awareness and green perceived value through green trust. The remaining 40.1% is influenced by factors outside this study.

B. **Q-Square (Q^2)**

Table 6. Q-Square Value Test Result (Q^2)

	Q-Square
Green trust (Z)	0,340
Green purchase intention (Y)	0,359

Source: SmartPLS Test Results (2025)

Based on table 6. The calculation results pay attention to the predictive relevance value of the green trust variable of 0.340 > 0. In addition, the calculation results above pay attention to the predictive relevance value of the green purchase intention variable of 0.359 > 0, so the model can be said to be feasible because it has a relevant predictive value.

3. **Hypothesis Testing and Mediation Testing Results**

Table 7. Hypothesis Test Results

	Original Sample	Standard Deviation	T Statistics	P Values
GA-> GPI	0,326	0,058	5,603	**0,000**
GPV-> GPI	0,468	0,129	3,629	**0,000**
GA-> GT	0,009	0,071	0,129	**0,897**
GPV-> GT	0,699	0,066	10,665	**0,000**
GT-> GPI	0,092	0,097	0,946	**0,345**
GA-> GT-> GPI	0,001	0,009	0,093	**0,926**
GPV-> GT-> GPI	0,064	0,071	0,909	**0,364**

Source: SmartPLS Test Results (2025)

Discussion
Based on table 7. The Interpretation is:
1) **The Influence of Green Awareness on Green Purchase Intention**
   The results of the hypothesis test show that green awareness has a positive and significant effect on green purchase intention. This is because green awareness has an original sample value of 0.326 so that it is declared to have a positive effect and has a t-calculation result > t-table of 5.603 > 1.96 so it is declared significant. Thus, hypothesis 1 which states that green awareness affects green purchase intention is accepted.

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2) The Influence of Green Perceived Value on Green Purchase Intention

The results of the hypothesis test show that green perceived value has a positive and significant effect on green purchase intention. This is because the green perceived value has an original sample value of 0.468 so that it is declared to have a positive effect and has a t-calculation result > t-table which is 3.629 > 1.96 so it is declared significant. Thus, hypothesis 2 which states that green perceived value has an effect on green purchase intention is accepted.

3) The Influence of Green Awareness on Green Trust

The results of the hypothesis test show that green awareness has a positive and insignificant effect on green trust. This is because green awareness has an original sample value of 0.009 so that it is declared to have a positive effect and has a t-calculation result < t-table which is 0.129 > 1.96 so it is declared insignificant. Thus, hypothesis 3 which states that green awareness affects green trust is rejected.

4) The Influence of Green Perceived Value on Green Trust

The results of the hypothesis test show that green perceived value has a positive and significant effect on green trust. This is because the green perceived value has an original sample value of 0.699 so that it is declared to have a positive effect and has a t-calculation result > t-table which is 10.665 > 1.96 so it is declared significant. Thus, hypothesis 4 which states that green perceived value has an effect on green trust is accepted.

5) The Influence of Green Trust on Green Purchase Intention

The results of the hypothesis test show that green trust has a positive and insignificant effect on green purchase intention. This is because green trust has an original sample value of 0.092 so it is declared to have a positive effect and has a t-calculation result < t-table which is 0.946 < 1.96 so it is declared insignificant. Thus, hypothesis 5 which states that green trust has an effect on green purchase intention is rejected

6) The Influence of Green Awareness on Green Purchase Intention through Green Trust

The results of the hypothesis test show that green trust is not able to mediate the influence of green awareness on green purchase intention. This is evidenced by the original indirect influence sample value of 0.001 which indicates a positive but very weak direction, as well as the t-calculation value of the t-table < 0.093 < 1.96 so that it is declared insignificant.

7) The Influence of Green Perceived Value on Purchase Intention through Green Trust

The results of the hypothesis test show that green trust is not able to mediate the influence of green perceived value on green purchase intention. This is evidenced by the original indirect influence sample value of 0.064 which indicates a positive but weak direction, as well as the t-value of the t-table < of 0.909 < 1.96 so that it is declared insignificant.

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CONCLUSION

Based on the Results of data processing, the following conclusions were obtained :
1. Green awareness has a positive and significant effect on green purchase intention.
2. Green perceived value has a positive and significant effect on green purchase intention.
3. Green awareness has a positive but insignificant effect on green trust.
4. Green perceived value has a positive and significant effect on green trust.
5. Green trust has a positive but insignificant effect on green purchase intention.
6. Green trust does not mediate the effect of green awareness on green purchase intention.
7. Green trust does not mediate the effect of green perceived value on green purchase intention.

Limitations and future research avenues

1. **Theoretical Recommendations**

   Due to limitations in variables and scope, future research is encouraged to incorporate additional variables that may influence green purchase intention, such as green attitude, environmental concern, green knowledge, green perceived risk, green price, green advertising, and green product quality. Since green awareness and green trust did not show significant effects and green trust did not function as a mediating variable in this study, future researchers are advised to explore alternative mediating or moderating variables, including brand credibility, brand image, customer experience, perceived authenticity, or green skepticism. Furthermore, it is suggested that future studies expand the research object and respondent characteristics to other regions or industrial sectors that implement sustainable business concepts.

2. **Practical Recommendations**

   Based on respondent characteristics, coffee shop consumers in DKI Jakarta are dominated by the younger generation and millennials (aged 17–35) who are environmentally conscious and active in both digital media and the professional workforce. Therefore, coffee shop managers are advised to:
   1. Enhance Green Awareness: Utilize social media platforms and clear communication strategies to educate consumers about environmental initiatives.
   2. Strengthen Green Perceived Value: Provide eco-friendly products and services that are practical, efficient, and aligned with urban lifestyles.
   3. Implement Sustainable Solutions: Use sustainable packaging for take-away services to consistently drive green purchase intention.

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