Impact of Green Awareness, Green Brand Image, and Green E-WOM with Trust as a Mediation on the Intention to Buy Eco-Friendly Houses

Erna Sofriana Imaningsih [1*)]; Yanto Ramli [2)]; Adilla Anggraeni [3)]

[1)] *erna.sofriana@mercubuana.ac.id, Universitas Mercu Buana, Jakarta, Indonesia*
[2)] *yanto.ramli@mercubuana.ac.id, Universitas Mercu Buana, Jakarta, Indonesia*
[3)] *aanggraeni@binus.edu, Bina Nusantara University, Jakarta, Indonesia*

*) Corresponding Author

ABSTRACT

One key approach to addressing the environmental crisis is adopting green consumer behaviors. Developing personal habits that support eco-friendly choices is essential. While more consumers are showing interest in purchasing environmentally friendly products, the green housing market continues to face challenges. To foster a positive environmental attitude, it is crucial to leverage green awareness, green brand imagery, and green electronic word of mouth (E-WOM). However, consumer skepticism regarding environmental issues may hinder the growth of green purchase intentions. This study aims to explore the relationships between green awareness, green brand image, and green E-WOM on the intention to purchase eco-friendly homes, with green trust acting as a mediator.The study adopts a quantitative approach using a purposive sampling technique. Data was collected through an online survey of 100 customers, and the analysis was conducted using SmartPLS 4.0. The findings reveal the following: Green awareness positively impacts green trust but does not influence the intention to buy.Green brand image has a positive effect on green trust but does not affect purchase intentioGreen E-WOM positively influences green trust but does not affect purchase intention directly.Green trust mediates the relationships between green awareness, green brand image, and green E-WOM on the intention to buy, highlighting its role as a key factor in shaping eco-friendly purchase behaviors.

Keywords: Green Awareness; Green Brand Image; Green E-WOM; Green Trust; Intention to Buy

INTRODUCTION

Among the issues brought on by the economic process are deforestation, biodiversity loss, mass migration, air pollution, and climate change (Nguyen et al, 2016)

While Western nations have been aware of the issue since the 1970s, the ecological shift has just lately gained global attention (Matthes, 2019). Consequently, all facets of society should be involved in environmental interventions, from corporate policies and individual consumer choices to governmental decisions (Sio et al., 2022). An additional consequence is

_____

the global attention towards purchasing intentions for green products, driven by their extensive use and the high environmental concerns they aim to address (Moslehpour et al, 2023)

Specifics: by 2050, annual expenses for adapting to climate change are expected to reach US $300 billion (UNEP, 2015), and hazards associated with climate change are expected to rise dramatically over the next ten years (UNEP, 2014)

Figure 1. Global Warming Emission Emisi from Economic Sector
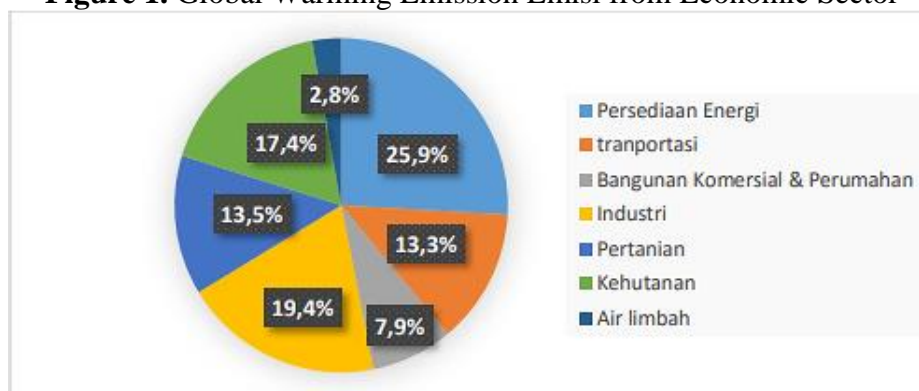
Source: www.climatehotmap.org

According to Climate Hot Map research, the building industry, both residential and commercial, accounts for 7.9% of worldwide emissions. According to other studies, 40% of environmental damage is caused by household expenditures made by consumers (Joshi & Rahman, 2015). Therefore, impulsive house purchases have the potential to seriously harm the environment. One way to lessen this effect and promote more sustainable economic growth would be to increase the desire to buy eco-friendly house (Anggraini & Imaningsih, 2023). The real estate and property sector's growth trajectory is depicted in the accompanying graphic, spanning the years 2011 to 2023. It indicates that there have been changes over this time.

Figure 2. Real Estate (Property) Industry Growth Graph 2011 – 2023
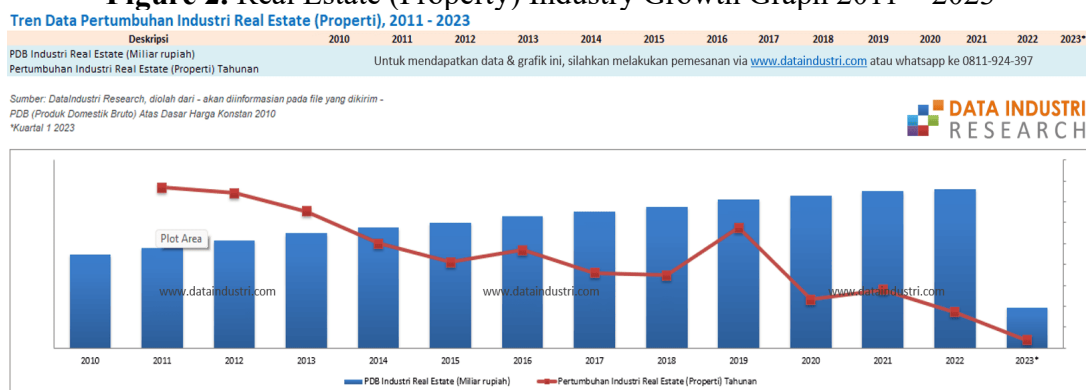
Source: www.dataindustri.com

Continuous housing expansion is reducing green spaces and water catchment areas, which exacerbates urban problems and makes living in cities uncomfortable (www.gbcindonesia.org). By conserving energy and water, developing land sensibly,

_____

protecting natural resources, and ensuring the health and safety of its occupants, the idea of an eco-friendly home is anticipated to mitigate global warming (www.greenshiphomes.org).

In addition, adopting eco-friendly practices and considering consumer efficacy—that is, believing in one's ability to protect the environment—may enhance psychological wellbeing (Wang & Nguyen, 2020).

It's critical to comprehend what an eco-friendly house is in order to prevent misconceptions concerning excessive maintenance expenses or the requirement for large green spaces. (Widi & Ramli, 2024). Large city housing developers are beginning to take green initiatives into account in an effort to mitigate the effects of global warming and encourage harmony with the environment.

**Table 1.** List of Eco-Friendly Real Estate Developers in Indonesia

Pengembang	Proyek	Lokasi
PT. Lyman Property (Lyman Group)	Kota Baru Parahyangan	Bandung
PT. Bangun Persada Berjaya	Greenland Residence	Surabaya
PT. Citra Ecopolis Raya	Eco Residence	Tangerang
PT. Synthesis Development	Synthesis Homes	Tangerang Selatan
PT. Modernland Realty, Tbk	Jakarta Garden City	Jakarta
PT. Jaya Real Property	U-Ville Bintaro Jaya	Tangerang Selatan
PT. Puradelta Lestari, Tbk	Kota Deltamas	Bekasi

Source: www.99.co

PT. Jaya Real Property is one of the real estate developers that builds and runs home and property projects like Graha Raya, Serpong Jaya, Puri Jaya, Jaya Imperial Park, The Accent, Silk Town, and U-Ville. Their most important project, Bintaro Jaya, opened the U-Ville housing complex in 2019. It has an eco-friendly house idea that keeps the room at the right temperature and humidity, lets in more natural light, and improves air flow.

One famous housing complex in Indonesia that is good for the environment is U-Ville. However, U-Ville home sales have not met goals, which called for 270 houses to be sold in three years. The numbers on the planned and actual sales of homes in U-Ville from 2019 to 2021 show this.

Figure 3. U-Ville Home Sales Graph 2019-2022

_____
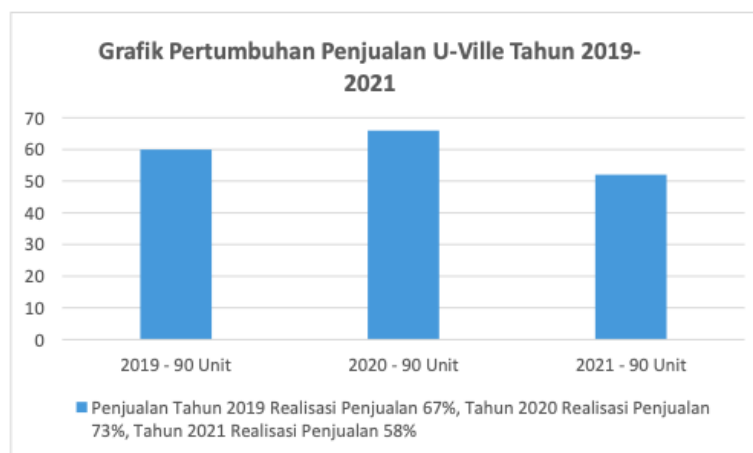
Source: PT. Jaya Real Property (data processed)

The number of completed U-Ville home sales in 2019 was 60 units, which is 67% of the total. In 2020, it was 66 units, which is 73%, and in 2021, it was 52 units, which is 58%. The number of years it takes to reach the yearly goal hasn't changed much since 2021. On average, 59 units are sold each year, but the goal is 90 units. The monthly sales also changed, which showed that U-Ville Bintaro Jaya home sales had not met the goal.

Although environmental awareness is increasing in Indonesia, interest in eco-friendly houses remains lower compared to regular houses, as the number of eco-friendly homes significantly lags (Anggraini et al., 2023). This reflects the low consumer demand for eco-friendly homes, driven by the market perception that such houses are too expensive for most people to afford (ojk.go.id). This misconception stems from the belief that creating eco-friendly products is more difficult and costly (Piyanoot et al., 2022). Consequently, there is a need for continuous encouragement and education on the benefits of eco-friendly practices (Elisa & Imaningsih, 2023).

Several studies have identified factors that influence people's intentions and behavior towards purchasing eco-friendly products. For instance, green awareness can predict the intention to buy such products (Andika et al., 2023), while green brand image also plays a significant role in promoting eco-friendly purchases (Majeed et al., 2022). Additionally, prior research highlights the importance of word of mouth (WOM) in influencing consumer decisions to buy green products (Azzah & Imaningsih, 2024). Trust is another key factor, as a positive perception of eco-friendly products, or 'green products,' is linked to higher buying intentions (Mele et al., 2019). When consumers believe environmental claims about a product, they are more inclined to purchase it (Chen & Chang, 2012). Eco-friendly trust is considered a bridge between various factors in the study of green buying intentions and behavior (Sio et al., 2022). This study aims to explore the factors that drive consumers to purchase eco-friendly houses, focusing on environmentally aware consumers and their purchasing behavior (Demir et al., 2021).

LITERATURE REVIEW

Chen and Chang's (2012) study confirms the positive link between environmental knowledge and the intention to buy eco-friendly products. Therefore, raising consumer awareness of environmentally friendly products, or promoting 'green awareness,' is crucial (Andika et al., 2023). Another key factor is green brand image, where a product's reputation as

environmentally friendly positively impacts both the product's perception and the firm's reputation (Majeed et al., 2022). Recent studies have also found that electronic word of mouth (e-WOM) can significantly increase purchase intentions. Green e-WOM has emerged as a vital channel for sharing consumer opinions and a powerful tool for spreading information about environmentally friendly products (Lin et al., 2023; Azzah & Imaningsih, 2024).

Mediation analysis reveals that trust in eco-friendly claims partly mediates the relationship between environmental knowledge and the desire to purchase eco-friendly products. As Kim et al. (2022) found, eco-friendly marketing significantly influences consumers' plans to buy such products, with eco-friendly logos and packaging playing a crucial role in shaping these intentions. Amin and Tarun's (2021) research further shows that green marketing actions directly increase the likelihood of customers recommending a hotel to others. These actions also build trust and emotional loyalty, leading to more positive word of mouth, both in person and online. Previous studies have also indicated that electronic word of mouth (e-WOM) drives green behavior through user-generated social media communication (Ummar et al., 2023). Additionally, Majeed et al. (2022) found that brand trust mediates the relationship between brand experience and both attitudinal and behavioral loyalty, suggesting that trust plays a key role in the positive impact of brand experience on consumer loyalty (Chen, 2010).

The purpose of this study is to examine how Green Trust influences the relationships between Green Awareness, Green Brand Image, Green E-WOM, and the Intention to Buy an Eco-Friendly House. It is expected that this research will contribute to the marketing field and assist companies selling eco-friendly products in developing green trust-based marketing strategies (Rayhan & Ramli, 2024). The hypotheses are developed as a way to address specific challenges, focusing on:

H1 : Green Awareness has a positive and significant effect on Green Trust
H2 : Green Brand Image has a positive and significant effect on Green Trust
H3 : Green E-WOM has a positive and significant effect on Green Trust
H4 : Green Trust has a positive and significant effect on Intention to Buy
H5 : Green Awareness has a positive and significant effect on Intention to Buy
H6 : Green Brand Image has a positive and significant effect on Intention to Buy
H7 : Green E-WOM has a positive and significant effect on Intention to Buy
H8 : Green Trust mediates the influence of Green Awareness on Intention to Buy positiveland significantly
H9 : Green Trust mediates the influence of Green Brand Image on Intention to Buy positively and significantly
H10 : Green Trust mediates the influence of Green E-WOM on Intention to Buy positively and significantly.

Figure 4. Conceptual Framework

_____
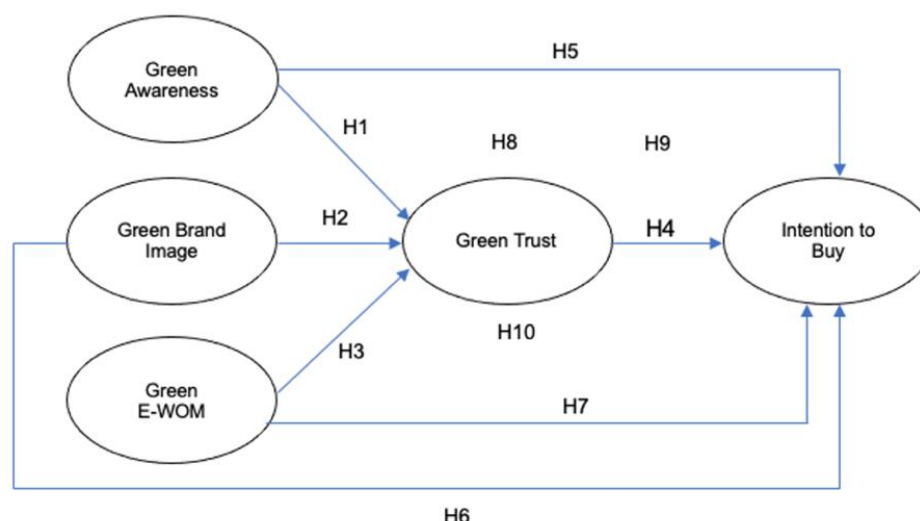
METHOD

This study looks at people's plans to buy eco-friendly house in Jakarta, Indonesia. So, it can be called explanatory research because the goal is to explain the variables being studied and how they are connected. A positivist paradigm is used in the study because a quantitative method is used to measure the model's variables and look at how one variable affects another.

Structural Equation Modeling (SEM) based on Partial Least Squares (PLS) or Variance-Based SEM will be used to look at the data in this study. Partial Least Squares (PLS) Version 3.0 (Smart-PLS) will be used to process the data. PLS is an alternative to SEM that is based on covariance. It is intended for causal-predictive analysis in complicated situations where there isn't a lot of theoretical support (Ghozali, 2014). The goal of PLS is to find linear relationships in the data so that the best forecasts can be made. PLS can be used to support theories, but it can also be used to find relationships between latent variables. As quoted in Ghozali (2014), Wold says that PLS is a strong way to analyze multivariate data because it doesn't depend on assumptions of normality and can work well with smaller sample sizes. The steps needed to use this data analysis method will be explained in the next part.

1. **Measurement (Outer) Model Evaluation**
   External model evaluation (also known as external relationship model or measurement model) defines how each block of indicators establishes its relationship with latent variables. The block formula with reflexive indicators can be defined as follows:
   $$x = \Lambda! \; \xi + \varepsilon!$$
   $$y = \Lambda\#\eta + \varepsilon\$$$
   Where x and y refer to indicator or manifest variables, exogenous latent variables and endogenous latent variables ξ and η, while $\Lambda!$ and $\Lambda\#$ refers to the loading matrix that describes the simple regression coefficients, relating the latent variables to their indicators. The residuals measured by εx and εx can be interpreted as measurement error (Ghozali, 2014). Then the implementation of the external model evaluation consists of the following sequence.

   1.1. *Convergent Validity*

_____

The convergent validity test relates to the construct of each indicator. According to Chin in Ghozali (2014), an indicator is said to have good validity if the indicator value is higher than 0.70 and conversely an indicator is said to have moderate validity if the indicator value is higher than 0.70. ranges between 0.50 and 0.60. Based on these criteria, indicators whose factor loading is lower than 0.60 will be removed from the model.

1.2. *Discriminant Validity*

To test discriminant validity, reflective indicators can be seen in the cross-loading values between the indicators and their constructs. An indicator is said to be valid if the indicator has the highest loading value for the targeted construct compared to the loading value for other constructs. Thus, the Latent Contract will predict indicators in its own block better than indicators in other blocks. Another way to see discriminant validity is to look at the average square root value of the variance extracted (AVE)) for each construct in relation to the correlation between one construct and other constructs in the model. The results of this view will determine whether the model has good discriminant validity or not. The formula for calculating Ave is as follows:

1.3. *Composite Reliability*

Composite Reliability Test aims to test the reliability of an instrument in the research model. If the values of all latent variables have a composite reliability value and the Cronbach's Alpha value is greater than 0.70, then the construct has good validity. In other words, the questionnaire that will be distributed as a research tool in research is reliable or consistent.

2. Structural Model Test (Inner) or Hypothesis Test

The Inner Model Test is a Development of Theory-Based Concepts and Tests in Analyzing the Relationship between Exogenous Variables and Endogenous Variables which have been described in the Conceptual Framework. The Inner Model Test or Structural Test is carried out by looking at the R-Square value resulting from the goodness of fit model test. The Structural Model Test (Hypothesis Test) is carried out in the following sequence.

2.1. *R-Square Value*

As explained, the R-Square value is the result of the goodness of fit model test. The second test can be seen from the R-Square results for the endogenous latent variable(0.67, 0.33 And 0.19) In Structural Model. These Values Indicate That The Model Is "Good", "Medium", Or "Weak".

2.2. *Path Coefficient Estimation*

The estimated value of the path relationship in the structural model must be significant. Significant values can be achieved using bootstrapping. The significance value in the hypothesis can be determined by looking at the parameter coefficient value and the T-statistical significance value. Then, to meet the requirements, the bootstrapping algorithm's report for T-statistical significance value must be higher than 1.96.

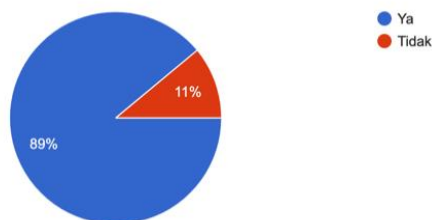## RESULTS AND DISCUSSION

Results

_____

1. Result of Screening Questions

Figure 5. Screening of Respondents
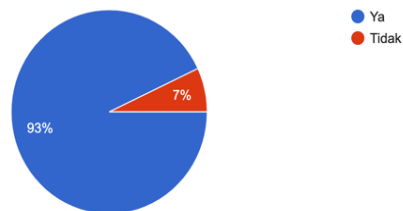
*Base*d on the results of the survey via Google form in Figure 5 above, it shows that 93% of respondents already know about the eco-friendly movement and 7% do not know about the eco-friendly movement.

Figure 6. Respondent Screening

Based on the survey results via Google form in Figure 6 above, it shows that 89% of respondents already know the concept of an eco-friendly house and 11% do not know the concept of an eco-friendly house.
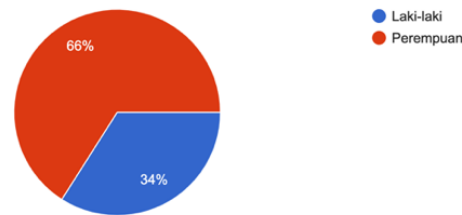
2. Respondent's Descriptive Results

2.1. Characteristics of Respondents Based on Gender

**Figure 7.** Descriptive Gender of Respondents

_____

Based on the results of the survey via Google form in Figure 7 above, it shows that out of 100 respondents, 66% were women. Meanwhile, the remaining 34% are men. From the picture above, most respondents are men based on the results of the questionnaire.

2.2. Characteristics of Respondents Based on Age

Figure 8. Descriptive Age Respondents
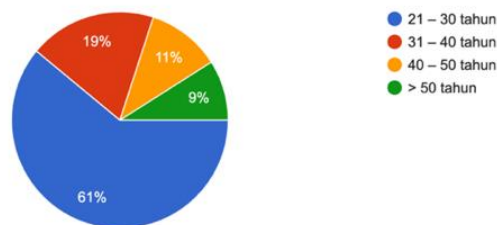
Based on Figure 8, respondents in the 21–30-year age group are the most numerous respondents, namely 61% in that age range, including the age that dominates the use of interest in buying an eco-friendly house. Because this age range is usually a vulnerable age that has an intense interest in buying an eco-friendly house.

2.3. Characteristics of Respondents Based on Status

Figure 9. Descriptive Status of Respondents

_____
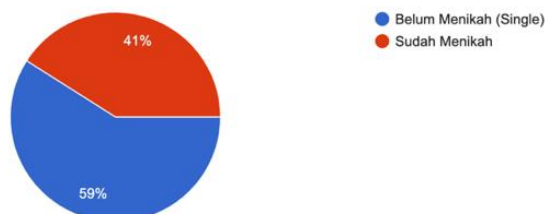
Based on Figure 9, it can be seen that based on respondent status, the majority of respondents, namely 59%, were unmarried. Respondents who are unmarried have an intense interest in buying an eco-friendly house.

2.4. Characteristics of Respondents Based on Last Education

Figure 10. Descriptive of Respondents' Last Education
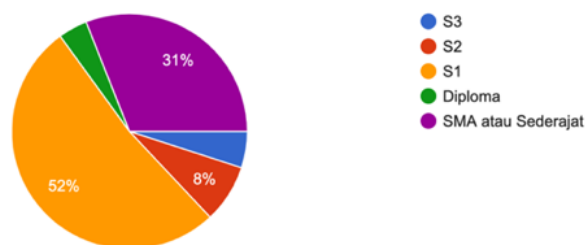
Based on Figure 10, respondents with a bachelor's degree are the respondents who dominate this number, namely 52%. The reason is people with a bachelor's degree tend to be people who think a lot when buying a house.

2.5. Characteristics of Respondents Based on Monthly Income
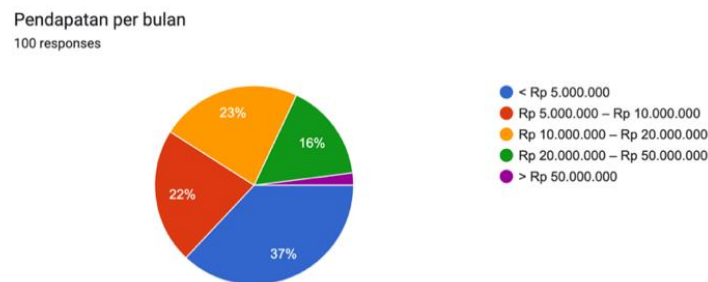
_____

Figure 11. Descriptive of respondents' monthly income

Based on Figure 11, it can be seen that respondents with expenditures below 5 million rupiah are the respondents who dominate this number, namely 37%. This is because respondents who have expenses under 5 million rupiah tend to be interested in buying an eco-friendly house.

3. Partial Least Square (PLS) Data Analysis Method

Partial Least Square Analysis Using the Component/Variance Based Structural Equation Modeling Method Where Data Processing Uses the Partial Least Square (Smart-Pls) Program Version 3.0. Pls (Partial Least Square) Is an Alternative Sem Model Based on Covariance. Pls Aimed at Causal-Predictive Analysis in Situations with High Complexity and Low Theoretical Support (Ghozali, 2014). PLS Aim To Find Optimal Predictive Linear Relationships In Data. Although PLS can also be used to confirm theories, it is also used to explain whether or not there is a relationship between latent variables. As stated by Wold in Ghozali (2014), the Partial Least Square Analysis Method is effective because it is not based on many assumptions, the data does not have to have a multivariate normal distribution, and the sample does not have to be large.

Pls Is Defined By Two Equations: The Inner Model And The Outer Model. The Inner Model Specifies The Relationships Between Latent Constructs, While The Outer Model Specifies The Relationships Between Latent Constructs And Their Indicators.

3.1. Measurement Evaluation (Outer Model)

Outer Model is used to see how each indicator is related to the latent variable. In the Pls method using Smartpls 4.0 software to calculate the outer model, there are three criteria Evaluasi *outer model* (model pengukuran), meliputi nilai *outer loading*, *average variance extracted* (AVE), dan *composite reliability* (CR).

3.1.1. Outer Loading Value

_____

Table 2. Outer Loading value in the SEM-PLS model

	GA	*GBI*	*GE_WOM*	*GT*	*ITB*
GA1	0.847				
GA2	0.877				
GA3	0.817				
GA4	0.836				
GBI1		0.730			
GBI2		0.867			
GBI3		0.801			
GBI4		0.815			
GBI5		0.834			
GE-WOM1			0.807		
GE-WOM2			0.852		
GE-WOM3			0.849		
GE-WOM4			0.828		
GT1				0.802	
GT2				0.916	
GT3				0.890	
GT4				0.882	
GT5				0.908	
ITB1					0.889
ITB2					0.881
ITB3					0.877
ITB4					0.830

Source: PLS 4.0 Output

The outer loading value is a coefficient in the measurement model that assesses the construct validity in a PLS model. An outer loading is considered valid when its value exceeds 0.5. Based on the output, all measured outer loading values are valid.

3.1.2. Average Variance Extracted (AVE)

Table 3. Average Variance Extracted (AVE) Test Results Average

	Average Variance Extracted (AVE)
GA	0.713
GBI	0.657
GE-WOM	0.696
GT	0.775
ITB	0.756

Source: PLS 4.0 Output

_____

In table 3, the Average Variance Extracted (AVE) values are all above > 0.50, which means that each construct is able to explain 50% or more of the item variance, and the AVE values are considered to meet the requirements and there are no convergent validity problems in the model tested.

3.1.3. Composite Reliability and Cronbach's Alpha's

Tabel 4. Composite Reliability and Cronbach Alpha's

	Cronbach's Alpha	*Composite Reliability*
GA	*0.866*	*0.866*
GBI	*0.869*	*0.875*
GE-WOM	*0.854*	*0.854*
GT	*0.927*	*0.930*
ITB	*0.892*	*0.893*

Source: PLS 4.0 Output

The test results in the table above show that the value of all Cronbach's alpha and composite reliability constructs has a value of more than 0.70.

3.2. Structural Model Testing/ Hypothesis Testing (Inner Model)

Inner Model Testing Is the Development of Theory-Based Concepts and Models to Analyze the Relationship of Exogenous and Endogenous Variables which Have Been Described in the Conceptual Framework. Stages of Structural Model Testing (Hypothesis Testing) are carried out using the following steps:
The evaluation of the inner model (structural model) involves the R-squared (R^2) value and the path coefficients. The desired criterion for researchers is that the estimation improves as the R-squared (R^2) value approaches 1 (or 100%).

3.2.1 R-Square

Table 5. R Square

	R-square
Green Trust	*0.789*
Intention to Buy	*0.718*

Source: PLS 4.0 Output

From the data above it can be concluded that the model of the influence of independent latent variables (Green Awareness, Green Brand Image, Green E-WOM) on Green Trust gives an R-Square value of 0.789 which can be interpreted as the variability of Green Trust which can be explained by the variability of Green Awareness, Green Brand Image, Green E-WOM is 78.9% while 21.1% is explained by other variables outside the research.
Furthermore, the model of the influence of independent latent variables (Green Awareness, Green Brand Image, Green E-WOM) on Intention to Buy gives an R Square value of 0.718 which can be interpreted as measurable variability in Intention to Buy. explained by the

_____

variability of Green Awareness, Green Brand Image, Green E-WOM by 71.8% while 28,2% is explained by other variables outside the research.

3.2.2. Output Inner Model with Bootstapping

Figure 12. Output inner model
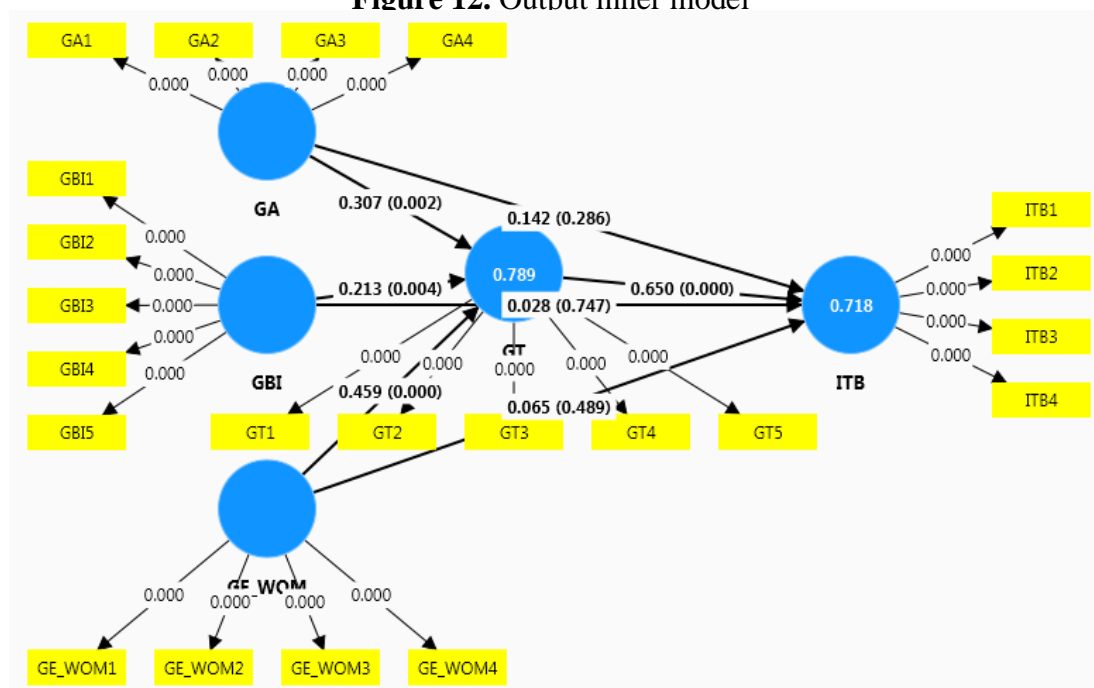
Path coefficients are considered significant if the t-value satisfies |t-value| ≥ tα/2,v or if the p-value ≤ α, where α is set at 5%. The critical value, tα/2,v, represents the t-value where the area to the right under the t-distribution curve is α/2, calculated with degrees of freedom v = n – p, where n is the number of observations and p is the number of model parameters (such as outer loadings and path coefficients). For large sample sizes (n > 100), tα/2,v can be approximated by zα/2. With α = 5%, the zα/2 value is 1.96. Additionally, the p-value indicates the probability of error in rejecting the null hypothesis (H0) based on the t-test statistic."

_____

Table 6. The results of the significance tests for direct and indirect effects."

Path Coefficient	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P-Values
GA -> GT	0.307	0.299	0.101	3.046	0.002*
GA -> ITB	0.142	0.140	0.133	1.066	0.286
GBI -> GT	0.213	0.221	0.074	2.894	0.004*
GBI -> ITB	0.028	0.029	0.086	0.323	0.747
GE_WOM -> GT	0.459	0.459	0.079	5.789	0.000*
GE_WOM -> ITB	0.065	0.067	0.094	0.691	0.489
GT -> ITB	0.650	0.652	0.128	5.069	0.000*
GA -> GT -> ITB	0.200	0.198	0.085	2.352	0.019*
GBI -> GT -> ITB	0.139	0.144	0.055	2.528	0.012*
GE_WOM -> GT -> ITB	0.298	0.296	0.067	4.451	0.000*

Signifikan alpha (α) at 5%.
Source: PLS 4.0 Output

The path coefficients represent the coefficients that measure the influence between constructs. For this t-test, the path coefficients are significant if the p-value is $\leq \alpha$, with α set at 5%.

3.3.3. Hypothesis Test Result (Path Coefficient Estimates)

To test the path coefficients using the t-test with the following research hypotheses:

- **H1**: There is a direct influence of GA on GT with a t-statistic of 3.046 (>1.96) and an original sample estimate of 0.307.
- **H2**: There is no direct influence of GA on ITB, with a t-statistic of 1.066 (<1.96) and an original sample estimate of 0.142.
- **H3**: There is a direct influence of GBI on GT, with a t-statistic of 2.894 (>1.96) and an original sample estimate of 0.213.
- **H4**: There is no direct influence of GBI on ITB, with a t-statistic of 0.323 (<1.96) and an original sample estimate of 0.028.
- **H5**: There is a direct influence of GE_WOM on GT, with a t-statistic of 5.789 (>1.96) and an original sample estimate of 0.459.
- **H6**: There is no direct influence of GE_WOM on ITB, with a t-statistic of 0.691 (<1.96) and an original sample estimate of 0.650.
- **H7**: There is a direct influence of GT on ITB, with a t-statistic of 5.069 (>1.96) and an original sample estimate of 0.650.
- **H8**: There is an indirect influence of GA on ITB through GT, with a t-statistic of 2.352 (>1.96) and an original sample estimate of 0.200.
- **H9**: There is an indirect influence of GBI on ITB through GT, with a t-statistic of 2.528 (>1.96) and an original sample estimate of 0.139.
- **H10**: There is an indirect influence of GE_WOM on ITB through GT, with a t-statistic of 4.451 (>1.96) and an original sample estimate of 0.298.

_____

Discussion

1. **The Effect of Green Awareness on Green Trust**
   Green Awareness (GA) has a significant direct positive influence on Green Trust (GT), with an effect size of 0.307. This means that the higher the Green Awareness, the higher the Green Trust, and conversely, the lower the Green Awareness, the lower the Green Trust.

2. **The Effect of Green Awareness on Intention to Buy**
   There is no significant direct influence of GA on Intention to Buy (ITB), meaning that changes in GA, whether higher or lower, do not affect ITB.

3. **The Effect of Green Brand Image on Green Trust**
   Green Brand Image (GBI) has a significant direct positive influence on GT, with an effect size of 0.213. This indicates that the higher the GBI, the higher the GT, and conversely, the lower the GBI, the lower the GT.

4. **The Effect of Green Brand Image on Intention to Buy**
   There is no significant direct influence of GBI on ITB, meaning that changes in GBI, whether higher or lower, do not affect ITB.

5. **The Effect of Green E-WOM on Green Trust**
   Green E-WOM (GE_WOM) has a significant direct positive influence on GT, with an effect size of 0.459. This suggests that the higher the GE_WOM, the higher the GT, and conversely, the lower the GE_WOM, the lower the GT.

6. **The Effect of Green E-WOM on Intention to Buy**
   There is no significant direct influence of GE_WOM on ITB, meaning that changes in GE_WOM, whether higher or lower, do not affect ITB.

7. **The Effect of Green Trust on Intention to Buy**
   Green Trust (GT) has a significant direct positive influence on ITB, with an effect size of 0.650. This means that the higher the GT, the higher the ITB, and conversely, the lower the GT, the lower the ITB.

8. **The Effect of Green Trust in Mediating the Influence of Green Awareness on Intention to Buy**
   Green Trust significantly mediates the indirect positive influence of GA on ITB, with an effect size of 0.200. This implies that the higher the GA, the higher the ITB indirectly through GT, and conversely, the lower the GA, the lower the ITB indirectly.

9. **The Effect of Green Trust in Mediating the Influence of Green Brand Image on Intention to Buy**
   Green Trust significantly mediates the indirect positive influence of GBI on ITB, with an effect size of 0.139. This means that the higher the GBI, the higher the ITB indirectly through GT, and conversely, the lower the GBI, the lower the ITB indirectly.

10. **The Effect of Green Trust in Mediating the Influence of Green E-WOM on Intention to Buy**
    Green Trust significantly mediates the indirect positive influence of GE_WOM on ITB, with an effect size of 0.298. This indicates that the higher the GE_WOM, the higher the ITB indirectly through GT, and conversely, the lower the GE_WOM, the lower the ITB indirectly.

Additionally, the model testing revealed the following determination coefficients:

_____

- The R-square (R²) for the Intention to Buy (ITB) model is 0.718, meaning that the variance in ITB can be explained by GA, GBI, GE_WOM, and GT by 71.80%, while the remaining 28.20% is explained by other variables not included in the model.
- The R-square (R²) for the Green Trust (GT) model is 0.789, indicating that the variance in GT can be explained by GA, GBI, and GE_WOM by 78.90%, with the remaining 21.10% explained by other factors not included in the model.

CONCLUSION

This research explores how factors such as green awareness, green brand image, and green E-WOM influence consumers' purchase intentions, with a specific focus on the role of green trust. Despite extensive studies, there is still a gap in understanding how these elements shape consumer behavior, particularly in the context of green marketing. The aim of this study is to bridge these research gaps by examining how green awareness, brand image, and green E-WOM, mediated by green trust, affect purchase decisions. To build customer trust, businesses should focus on creating and maintaining a strong green brand image and engaging in green E-WOM, as these strategies are more likely to have a significant impact on consumers' buying intentions.

REFERENCES

Anggraini, I., Imaningsih, E. S., & Wibowo, M. W. (2023). The Influence Of Environmental Consciousness, Environmental Concern, And Environmental Knowledge On Attitudes And Their Implications On Green Purchase Intention Of Eco-Friendly Homes. *International Journal of Social and Management Studies*, *4*(2), 46-64.

Amin, S., & Tarun, M. T. (2021). Effect of consumption values on customers' green purchase intention: a mediating role of green trust. *Social Responsibility Journal*, *17*(8), 1320-1336.

Ardheta, Firza Intan & Shiratina, Aldina (2024). The Effects of Green Products, Price Perception And Attitude On purchase Intention of Sustainable Fashion. *Journal of Sustainable Economic and Business* (JOSEP), 1(1), 39-48

de Sio, S., Zamagni, A., Casu, G., & Gremigni, P. (2022). Green trust as a mediator in the relationship between green advertising skepticism, environmental knowledge, and intention to buy green food. *International Journal of Environmental Research and Public Health*, *19*(24), 16757.

Chen, Y. S., & Chang, C. H. (2012). Enhance green purchase intentions: The roles of green perceived value, green perceived risk, and green trust. *Management decision*, *50*(3), 502-520.

Demir, M., Rjoub, H., & Yesiltas, M. (2021). Environmental awareness and guests' intention to visit green hotels: The mediation role of consumption values. *Plos one*, *16*(5), e0248815.

_____

Fatih, Muhammad. (2012). Pengaruh Aspek Building Environmental Management Terhadap Biaya Konstruksi Green Building Dibandingkan dengan Conventional Building. Universitas Indonesia, Depok.

Fachrullah, Muhammad & Permana, Dudi (2024). The Influence of E-Service Quality and Customer Experience against Repurchase Intention and trust as the Intervening Variable. *Journal of Sustainable Economic and Business* (JOSEP), 1(2), 88-102

Hafiz, A. F. I. (2019). Penilaian Kriteria Green Building Kategori Tepat Guna Lahan, Konservasi Air, dan Manajemen Lingkungan Bangunan pada Gedung CCR IPB.

Joshi, Y., & Rahman, Z. (2015). Factors affecting green purchase behaviour and future research directions. *International Strategic management review*, *3*(1-2), 128-143.

Kamalanon, P., Chen, J. S., & Le, T. T. Y. (2022). "Why do we buy green products?" An extended theory of the planned behavior model for green product purchase behavior. *Sustainability*, *14*(2), 689.

Lee, J., Park, D. H., & Han, I. (2011). The different effects of online consumer reviews on consumers' purchase intentions depending on trust in online shopping malls: An advertising perspective. *Internet research*, *21*(2), 187-206.Chen YS, Chang CH. Enhance green purchase intentions: The roles of green perceived value, green perceived risk, and green trust. Management decision. 2012 Mar 23;50(3):502-20.

Lin, J., Huang, Y., & Li, M. (2023). Enhancing Green Purchase Intentions: The Effects of Product Transformation Salience and Consumer Traceability Knowledge. *Sustainability*, *15*(16), 12612.

Lin, K., Du, W., Yang, S., Liu, C., & Na, S. (2023). The effects of social media communication and e-WOM on brand equity: the moderating roles of product involvement. *Sustainability*, *15*(8), 6424.

Luthfiana, D. N. (2023, May). Green purchase behavior: the role of green advertising, green awareness, and eco-literacy. In *IOP Conference Series: Earth and Environmental Science* (Vol. 1181, No. 1, p. 012025). IOP Publishing.

Majeed, M. U., Aslam, S., Murtaza, S. A., Attila, S., & Molnár, E. (2022). Green marketing approaches and their impact on green purchase intentions: Mediating role of green brand image and consumer beliefs towards the environment. *Sustainability*, *14*(18), 11703.

Mercade Mele, P., Molina Gomez, J., & Garay, L. (2019). To green or not to green: The influence of green marketing on consumer behaviour in the hotel industry. *Sustainability*, *11*(17), 4623.

Matthes, J. (2019). Uncharted territory in research on environmental advertising: Toward an organizing framework. *Journal of Advertising*, *48*(1), 91-101.

_____

Mercade Mele, P., Molina Gomez, J., & Garay, L. (2019). To green or not to green: The influence of green marketing on consumer behaviour in the hotel industry. *Sustainability*, *11*(17), 4623.

Moslehpour, M., Yin Chau, K., Du, L., Qiu, R., Lin, C. Y., & Batbayar, B. (2023). Predictors of green purchase intention toward eco-innovation and green products: Evidence from Taiwan. *Economic research-Ekonomska istraživanja*, *36*(2).

Muliawan, Adi & Shiratina, Aldina (2024). The Effect of Brand Image, Product Quality, And Price On Repurchase Intention On Janji Jiwa. *Journal of Sustainable Economic and Business* (JOSEP), 1(1), 12-22

Na, M., Rong, L., Ali, M. H., Alam, S. S., Masukujjaman, M., & Ali, K. A. M. (2023). The mediating role of brand trust and brand love between brand experience and loyalty: A study on smartphones in China. *Behavioral Sciences*, *13*(6), 502.

Nguyen, T. N., Lobo, A., & Greenland, S. (2016). Pro-environmental purchase behaviour: The role of consumers' biospheric values. *Journal of Retailing and Consumer Services*, *33*, 98-108.

Raihan, Ahmad & Ramli, Yanto (2024). The Influence of Green Product, Green Awareness, And Evironmental Concern On Green Purchase Intention On Garnier Products In The Meruya Area. *Journal of Sustainable Economic and Business* (JOSEP), 1(1), 49-58.

Qomariah, A., & Prabawani, B. (2020, March). The effects of environmental knowledge, environmental concern, and green brand image on green purchase intention with perceived product price and quality as the moderating variable. In *IOP conference series: earth and environmental science* (Vol. 448, No. 1, p. 012115). IOP Publishing.

Ummar, R., Shaheen, K., Bashir, I., Ul Haq, J., & Bonn, M. A. (2023). Green Social Media Campaigns: Influencing Consumers' Attitudes and Behaviors. *Sustainability*, *15*(17), 12932.

UNEP. 2014. The Adaptation Gap Report 2014. United Nations Environment Pro- gramme (UNEP), Nairobi.

UNEP, 2015. UNEP 2014 Annual Report. United Nations Environment Programme (UNEP).

Wang, J., Nguyen, N., & Bu, X. (2020). Exploring the roles of green food consumption and social trust in the relationship between perceived consumer effectiveness and psychological wellbeing. *International journal of environmental research and public health*, *17*(13), 4676.

Widi, Reggy Noviana & Ramli, Yanto (2024). The Influence of Green Product, Environmental Concern, and Green Trust on Tupperware's Green Purchase intention (Study on Ciledug Society). *Journal of Sustainable Economic and Business* (JOSEP), 1(1), 1-11

ojk.go.id

_____

https:// www. climatehotmap.org

https:// www.dataindustri.com

https://www.bps.go.id

https:// www.gbcindonesia.org