



The Effect of Green Marketing, Green Brand Image on Purchase Intention with Green Trust as a Mediating Variable (Study on Le Minerale Consumers in Sragen)

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ABSTRACT

This research investigates both the direct and indirect relationships between green marketing and green brand image on purchase intention, with green trust acting as an intervening variable. The increasing awareness of environmental sustainability has shifted consumer preferences toward products that are perceived as environmentally responsible. Consequently, companies are required to integrate sustainability into their marketing strategies to maintain competitiveness. A quantitative approach was applied using a survey method. Data were collected from consumers of Le Minerale bottled drinking water in Sragen through structured questionnaires measured on a Likert scale. The sampling method used was purposive sampling, targeting respondents who had prior purchasing experience. A total of 100 valid responses were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM), which is suitable for examining complex relationships and mediation effects.

The results indicate that both green marketing and green brand image significantly influence green trust and purchase intention. In addition, green trust has a strong positive impact on purchase intention. The mediation test confirms that green trust partially mediates the relationship between green marketing and purchase intention, as well as between green brand image and purchase intention.

These findings suggest that consumer trust plays a crucial role in translating environmental marketing efforts into actual purchase intention. Therefore, companies should prioritize consistency, transparency, and credibility in implementing green strategies to strengthen consumer trust and improve market performance.

INTRODUCTION

In recent years, environmental concerns have become increasingly prominent and have significantly influenced consumer behavior as well as business practices. Issues such as climate change, environmental degradation, and resource scarcity have encouraged consumers to be more selective in choosing products, particularly those that are environmentally friendly. This shift has compelled companies to adopt sustainable approaches, including the implementation of green marketing strategies.

Green marketing refers to the practice of promoting products based on their environmental attributes, such as eco-friendly materials, sustainable production processes, and recyclable packaging. Companies that effectively implement green marketing are expected to not only minimize environmental impact but also enhance their competitive advantage. Consumers are increasingly inclined to support brands that demonstrate a genuine commitment to sustainability.

In addition to marketing activities, green brand image is another important factor influencing consumer decisions. It reflects how consumers perceive a brand's environmental responsibility. A strong green brand image can create positive associations, differentiate a company from its competitors, and encourage favorable consumer responses. When consumers perceive a brand as environmentally responsible, they are more likely to develop trust.

Green trust is a crucial element in the success of environmentally oriented marketing strategies. It represents consumers' confidence in a brand's environmental claims and performance. However, the growing issue of greenwashing has made consumers more skeptical, making trust more difficult to build. Therefore, companies must ensure that their environmental claims are credible and supported by real actions.

Purchase intention is often used as an indicator to measure consumer behavior, reflecting the likelihood of purchasing a product. Previous studies indicate that purchase intention is influenced by marketing strategies, brand image, and trust. However, these relationships are not always direct, as trust often acts as a mediating factor linking perception to behavior.

In the bottled drinking water industry, competition continues to intensify, with many brands positioning themselves as environmentally friendly. Le Minerale is one of the brands that actively promotes sustainability through eco-friendly packaging and responsible production processes. However, it is necessary to evaluate whether these efforts effectively influence consumer trust and purchase intention, particularly in a local context such as Sragen.

This study aims to analyze the role of green marketing and green brand image in influencing purchase intention, with green trust as a mediating variable. The findings are expected to contribute to the development of marketing theory and provide practical insights for companies in designing effective sustainability-based strategies.

IMPLEMENTATION AND METHODS

The findings of this study emphasize that the success of green marketing strategies is not merely determined by the intensity of environmental promotion, but rather by the credibility and consistency of their implementation. In highly competitive industries such as bottled drinking water, superficial environmental claims may fail to influence consumer behavior and can even reduce trust.

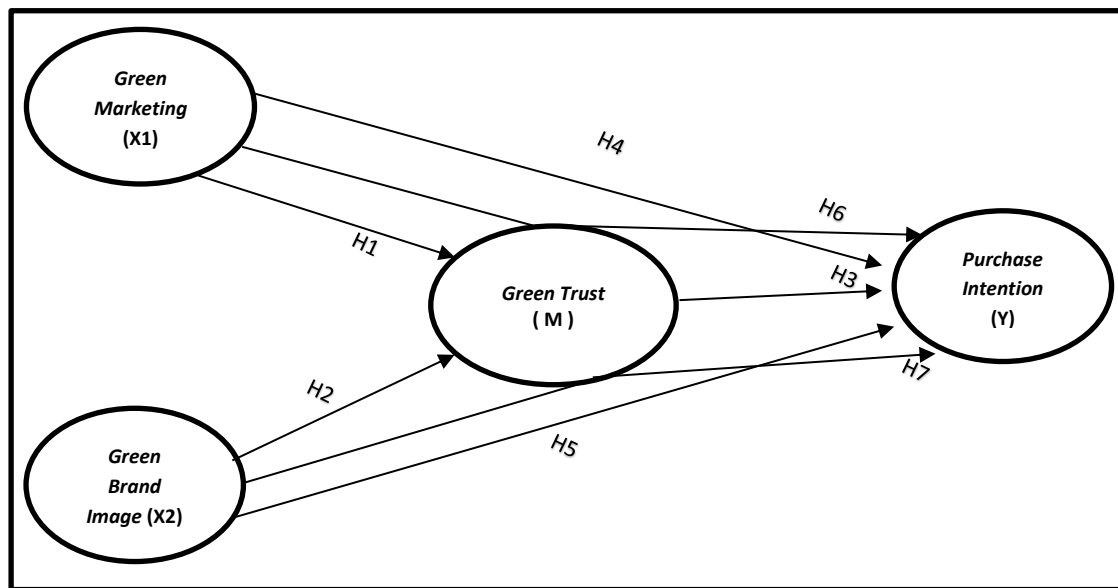
First, companies need to move beyond symbolic environmental messaging and focus on real, measurable sustainability practices. Consumers today are more critical and capable of distinguishing between genuine environmental efforts and superficial claims. Therefore, organizations must ensure that their environmental initiatives are supported by concrete actions, such as reducing plastic usage, improving packaging sustainability, and transparently communicating environmental performance.

Second, green brand image should not be treated solely as a communication tool, but rather as a long-term strategic asset. A strong brand image is developed through consistent implementation across all aspects of the business, including production, distribution, and marketing communication. Any inconsistency between what is communicated and what is practiced may lead to decreased consumer trust.

Third, the mediating role of green trust highlights its importance as a bridge between marketing efforts and consumer behavior. Trust is not automatically formed; instead, it develops gradually based on consumers' perceptions of credibility and transparency. Companies should therefore invest in mechanisms that strengthen trust, such as certifications, clear labeling, and open communication.

Furthermore, an integrated approach is necessary, where green marketing, brand image, and trust are managed as interconnected elements. Companies must ensure alignment between internal practices and external communication to avoid discrepancies that may weaken consumer perception.

Finally, companies are encouraged to adopt a more participatory approach by involving consumers in sustainability initiatives. This strategy not only increases engagement but also strengthens emotional connections, which ultimately supports long-term purchase intention.



Picture 1. Conceptual Framework

METHODS (Enhanced with SmartPLS Results)

This research applies a quantitative explanatory approach to analyze the relationships among green marketing, green brand image, green trust, and purchase intention. Green trust is also examined as a mediating variable to identify indirect effects. The analytical method used is Partial Least Squares Structural Equation Modeling (PLS-SEM), which is appropriate for complex models and predictive analysis.

The population consists of consumers who have purchased Le Minerale bottled drinking water in Sragen. A purposive sampling technique was used with criteria that respondents must have prior purchasing experience and awareness of the product's environmental aspects.

A total of 100 respondents were included in this study, which meets the minimum requirement for PLS-SEM analysis. Data were collected using a structured questionnaire with a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

The variables measured in this study include:

- Green Marketing
- Green Brand Image
- Green Trust
- Purchase Intention

Data analysis was conducted using SmartPLS 4 through a two-step evaluation process, namely the measurement model (outer model) and the structural model (inner model).

The results of convergent validity testing indicate that all indicators have loading factors above 0.70, which confirms that the constructs are valid. The Average Variance Extracted (AVE) values for all variables are above 0.50, indicating adequate validity.

Reliability testing shows that both Composite Reliability and Cronbach's Alpha values exceed 0.70, confirming strong internal consistency. In addition, the

VIF values are below 5.00, indicating that there is no multicollinearity issue in the model.

The coefficient of determination (R^2) shows that green trust is explained by 62% and purchase intention by 68%, which indicates a moderate to strong explanatory power. Meanwhile, Q^2 values greater than zero confirm that the model has good predictive relevance.

RESULTS AND DISCUSSION

Descriptive Analysis

The descriptive results indicate that all research variables are perceived positively by respondents. Green marketing is rated in the high category, suggesting that consumers recognize the company's efforts in implementing environmentally friendly practices.

Green brand image is also perceived positively, reflecting that consumers associate the brand with environmental responsibility. Meanwhile, green trust shows a relatively strong level, indicating that consumers have confidence in the product's environmental claims.

Purchase intention is categorized as moderately high, which implies that although consumers show interest in purchasing, other factors such as trust still play an important role.

Interpretation of Findings

The analysis confirms that green marketing has a significant positive effect on green trust. This suggests that well-implemented environmental marketing strategies can increase consumer confidence. When companies demonstrate commitment through eco-friendly practices, consumers are more likely to trust the brand.

Green brand image is also found to have a positive influence on green trust. A favorable perception of a brand's environmental responsibility contributes to stronger consumer belief in its claims.

Furthermore, green marketing directly influences purchase intention, indicating that sustainability-oriented strategies can encourage consumer buying interest. However, its effect is not as strong without the presence of trust.

Similarly, green brand image significantly affects purchase intention. Consumers tend to prefer brands that align with their environmental values, making brand image an important factor in decision-making.

Green trust is proven to have a strong and significant impact on purchase intention. This highlights that trust plays a central role in reducing uncertainty and strengthening consumer confidence in purchasing decisions.

Mediation Analysis

The results confirm that green trust acts as a mediating variable in the relationship between:

- Green Marketing → Purchase Intention
- Green Brand Image → Purchase Intention

This indicates that marketing strategies and brand perception do not directly influence purchase intention, but rather operate through the formation of consumer trust.

Overall Discussion

Overall, the findings demonstrate that all variables have positive and significant relationships. Green trust emerges as a key factor in influencing purchase intention, emphasizing its role as a bridge between perception and behavior.

From a managerial perspective, companies should not only focus on promoting environmental values but also ensure that these values are implemented consistently and transparently. Building trust should become a priority, as it directly affects consumer willingness to purchase.

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