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Research Paper

# Predicting Green Purchase Intention via Green Brand Trust, Image, and Perceived Value: An Empirical Study of Kopi Tuku Consumers in Surabaya

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**Abstract**

Despite corporate sustainability efforts, a research gap remains regarding how green attributes translate into buying intent within highly skeptical youth cohorts in localized emerging markets. This cross-sectional study evaluates the associative relationships among green brand image, green perceived value, green brand trust, and green purchase intention among 160 Generation Z consumers of Kopi Tuku in Surabaya, Indonesia. Pathways were analyzed using PLS-SEM with a bootstrapping procedure of 5,000 subsamples and bias-corrected confidence intervals. The findings reveal that green brand image exhibits a non-significant direct association with green purchase intention, yet relies on the full mediation of green brand trust. Conversely, green perceived value reflects a significant direct association with purchase intention, while concurrently displaying a significant indirect relationship through the partial mediation of green brand trust. Both variables serve as vital psychological anchors within this sample. This investigation provides a measured empirical contribution to green marketing literature by demonstrating that a sustainable image is insufficient to account for behavioral intentions unless structurally converted into verified trust and backed by perceived environmental utilities, offering targeted insights for regional coffee businesses navigating urban youth markets.

**Keywords:** *Generation Z 1, Green Brand Image 2, Green Brand Trust 3, Green Perceived Value 4, Green Purchase Intention 5*

## INTRODUCTION

The current global economic paradigm has shifted significantly from a focus solely on profitability to a concept of sustainable development (Kementrian Energi dan Sumber Daya Mineral, 2021). The collective awareness of crucial issues such as global warming, ecosystem damage, and plastic waste pollution has given rise to a new, more critical consumer segment: green consumers. In Indonesia, this shift is particularly evident in the lifestyle industry, particularly the coffee industry. The Indonesian coffee industry is no longer simply about taste functionality; it has entered the Fourth Wave Coffee era (Maspul, 2023). This era is characterized by heightened consumer attention to ethical aspects, from supply chain transparency, farmer welfare, to the environmental impact of the packaging used. Consumers today tend to evaluate a brand not only by the quality of its product, but also by the extent to which the brand is responsible for preserving the earth.

This environmental awareness phenomenon is dominated by Generation Z, a group born between 1997 and 2012 (Irwan Sy, 2021). As a generation born amidst the rapid flow of information and the climate crisis, Generation Z has unique characteristics in their consumption behavior. They are known as a generation with high idealistic values and tend to choose products that align with their personal values. For them, drinking coffee is not just a consumption activity, but a form of self-statement regarding their identity and social concerns. Therefore, for businesses

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like Toko Kopi Tuku, winning the hearts of Generation Z requires an authentic green marketing strategy and not just greenwashing (Susanti & Dermawan, 2025). As noted by Sholihah et al. (2023), innovative responses from businesses in adopting sustainable business practices are key to building strong competitiveness amid market dynamics.

Tuku Coffee Shop is a pioneer in the local coffee movement, gradually integrating environmentally friendly values into its business model. Through initiatives such as the use of recyclable packaging, a tree-planting program integrated with the purchase of certain products (such as the Tukucur menu), and a campaign to reduce the use of plastic straws, Kopi Tuku strives to build an image as a brand that cares about the environment (Silaban, 2025).

Kopi Tuku has deeply integrated a commitment to sustainability into the modern coffee industry by establishing circular initiatives from upstream to downstream to minimize negative environmental impacts (Toko Kopi Tuku, 2026). On the downstream side of café operations, Kopi Tuku actively promotes waste management through the "DIY Waste Sorting" campaign in café areas and the launch of the "Ramah Series," an exclusive line of recycled souvenirs that repurposes packaging waste. According to the latest report covering the past three years, Kopi Tuku has successfully sorted 354 tons of waste systematically, innovated in waste utilization by processing approximately 401,000 creamer packets into 104,000 recycled products, and successfully implemented this self-managed waste sorting system in 56 stores or about 90 percent of its total outlets (Silaban, 2025).

Kopi Tuku doesn't just focus on inorganic waste; it's also expanding its ecological impact to the pillar of food sustainability through a strategic partnership with Garda Pangan in the "Zero Food Waste to Landfill" program. This collaboration is committed to donating all surplus food products that are still fit for consumption to those in need to prevent food waste, while diverting operational organic waste for biological management to prevent the release of harmful methane gas at landfills. Meanwhile, at the upstream end of the ecosystem, Kopi Tuku balances its business activities with direct environmental investments through the "Bersemi: Reforestation, for the Earth," which since 2023 has successfully planted 5,000 agroforestry trees and provided ongoing training to 630 coffee farmer partners and 275 palm sugar farmers across 20 raw material supply regions (Silaban, 2025).

Amid fierce competition in the national coffee industry, Toko Kopi Tuku has achieved remarkable success by expanding internationally to Amsterdam, the Netherlands, explicitly bringing the story of agroforestry practices with local Indonesian farmers to the European market (Corenews.id, 2025). Backed by a team of 1,040 baristas, 72 branches, and operational growth reaching 365 percent alongside a 141 percent CAGR in net profit over the past three years, Tuku has solidified its position as one of the fastest-growing and most sustainable local coffee brands in Indonesia (Pratama, 2025). The success of bringing this green identity to the global stage serves as a major asset for Kopi Tuku in building a strong foundation for a green brand image and green perceived value within the domestic public sphere.

According to national survey data from GoodStats regarding Indonesian coffee brand preferences, Kopi Tuku successfully captured an 18% preference share nationwide (Yonathan, 2024). However, a localized pre-survey conducted by the author in Surabaya paints a contrasting picture, revealing that Kopi Tuku's brand choice among local consumers only reached 7.5%, lagging far behind dominant competitors like Kopi Kenangan. These commercial metrics must be distinguished from green purchase intention; market share reflects historical choices driven by price and convenience, whereas green purchase intention represents a future-oriented behavioral commitment based on ecological motivations. This gap highlights a behavioral anomaly where extensive green marketing fails to optimally stimulate buying intent due to cognitive barriers. Furthermore, prior empirical studies reveal a significant research gap, showing inconsistent results

regarding the direct influence of green brand image on purchase intention (Rakhmawati et al., 2019). To resolve this inconsistency, green brand trust must be evaluated as a critical mediating mechanism rather than a mere independent predictor. Because rampant greenwashing makes Generation Z deeply skeptical, green brand trust theoretically functions as an internal intervention filter that mitigates risk and validates corporate integrity before abstract reputation can manifest into actual purchase intentions (Yudistira et al., 2025). Concurrently, rational consumers continuously calculate green perceived value to ensure their ecological sacrifices are commensurate with the product's functional quality.

Theoretically, this study refers to the consumer behavior theory by Sudirman et al. (2024). To resolve the aforementioned inconsistencies in the green marketing literature, this study integrates the Value-Belief-Norm (VBN) theory by Stern et al. (1999). This theory explains that stable personal values activate individual beliefs regarding environmental consequences, which in turn trigger a moral norm to act pro-environmentally. In the context of Gen Z at Kopi Tuku, the VBN framework helps dissect how a green image and sustainable perceived value filter out greenwashing skepticism, effectively converting them into brand trust and actual purchase intention. Based on the background above, this study aims to empirically test and analyze the associative and mediating relationships among green brand image, green brand trust, and green perceived value on green purchase intention at Kopi Tuku Surabaya. It is hoped that the results of this study can contribute to the development of green marketing theory regarding the cognitive intervention of trust, and provide strategic recommendations for local coffee industry players in facing an increasingly environmentally conscious market.

## LITERATURE REVIEW

### Consumer Behavior

Consumer behavior evaluates the comprehensive mechanisms through which distinct groups or individuals identify, acquire, consume, and appraise commodities, experiences, and structural ideas aimed at fulfilling their requirements. This field fundamentally maps out the longitudinal stages of commercial choice-making and the empirical engagement of buyers with cross-market dynamics (Sudirman et al., 2024).

According to Kotler, the multi-layered framework of consumer behavior is governed by cultural, social, personal, and psychological dynamics. By synthesizing these foundational behavioral paradigms, variables such as green brand image, green brand trust, and green perceived value are conceptualized as the core external and internal stimuli that actively shape a buyer's cognitive schema and subsequent green purchase intention.

### Value-Belief-Norm (VBN) Theory

The Value-Belief-Norm (VBN) theory, formulated by Stern et al. (1999), offers a structured socio-psychological lens to explain pro-environmental behavioral adjustments. In this manuscript, rather than being operationalized as a rigid measurement model at the individual construct level, the VBN paradigm is repositioned as a broader contextual theory that sets the macro-psychological environment for Generation Z. The classic VBN framework posits that stable biospheric values activate a cognitive chain of ecological beliefs, which subsequently foster a personal moral norm to execute protective actions. Within the scope of this management study, this overarching cognitive-to-behavioral flow serves as a theoretical background to understand how localized consumer choices are formed. This broad macro-framework is further integrated with specific green marketing and consumer behavior literature to construct a precise, measurable model consisting of green brand attributes and psychological filters that drive specific buying intent.

**Green Brand Image**

Green brand image is conceptualized as the cognitive consensus among target consumers regarding a firm's operational transparency and its fidelity to ecological preservation practices. It operates as a psychological imprint within the consumer's memory matrix, anchoring brand evaluation to tangible corporate accountability toward nature (Chen et al., 2015). Green brand image is considered a form of mental representation or cognitive interaction that forms in consumers' minds when they recall a brand, where the brand's management itself serves as the basis for their interest and perceptions. Furthermore, this study is also reinforced by the research of Sari and Audita Nuvriasari (2026) as well as Sauki and Wardani (2025), which position green brand image as an absolute representation of a company's true integrity in the eyes of consumers. In the context of this study, green brand image is defined as the mental representation and cognitive associations formed in the minds of Generation Z consumers in Surabaya toward Kopi Tuku. This image is manifested through consumers' evaluated records of Kopi Tuku's tangible operational policies, such as the use of eco-friendly plain cups and the tree-planting program integrated into the Tukucur menu. Green brand image acts as an external input stimulus. This green image sends reputation signals into the consumer's cognitive schema. Based on consumer behavior theory, this positive perception of reputation serves to minimize the psychological risks imagined by consumers when considering a product purchase, thereby triggering an initial attraction before they engage in transactional actions.

**Green Brand Trust**

Green brand trust refers to consumers' assessment of a brand's ecological reputation, the honesty of its green claims, and its consistency in meeting environmental commitments (Amallia et al., 2022). Prior research by Rahmadhani and Widodo (2023) as well as Suyanto and Pramono (2020) asserts that green brand trust represents the consumer's conviction that corporate eco-promises are genuinely implemented in daily business operations. To ensure proper theoretical justification within structural equation modeling, green brand trust is explicitly conceptualized as an intervening mechanism (mediator) rather than a mere independent predictor. Prior mediation studies in sustainable management demonstrate that while external stimuli like brand image or utilities can create initial interest, they frequently fail to trigger actual behavioral commitments due to consumer cynicism toward greenwashing (Rakhmawati et al., 2019). Trust functions as the essential psychological bridge that structurally intercepts external signals. By synthesizing established mediation frameworks, this study positions green brand trust as an internal processing variable that actively translates abstract environmental reputations and utilities into safe, validated cognitive responses. For highly skeptical cohorts like Generation Z in Surabaya, this mediating mechanism is mandatory to mitigate perceived risks and provide the moral assurance required to prevent the abortion of final purchasing intentions.

**Green Perceived Value**

Green perceived value is a comprehensive consumer assessment that weighs the net benefits gained against the sacrifices made when consuming a product. In this regard, Zahra and Rohman (2024) emphasize that this evaluation process also involves comparing the benefits offered by a company with those of similar alternative option. Meanwhile, Wicaksono and Darpito (2023) as well as Azmi Yoningsih and Hidayat (2023) demonstrate that consumer appreciation of a product's green value plays a vital role in dismantling skepticism and strongly stimulating purchase intentions. In this study, green perceived value is defined as the rational and emotional calculations of Generation Z consumers in Surabaya regarding whether what they receive from Kopi Tuku is commensurate with their sacrifices, such as the price paid or the willingness to bring their

own tumbler. This value encompasses material dimensions, such as coffee taste quality and packaging functional safety, as well as non-material dimensions, such as emotional pride and an enhanced social status within their community as responsible individuals. The linkage of this variable to consumer behavior theory lies in the fundamental principle that human purchasing decisions are based on a balance of utilities. Modern consumers will not act solely on emotional impulses or visual displays. This assessment of green perceived value serves as the primary cognitive driver ensuring that the purchase decision feels reasonable to the consumer.

**Green Purchase Intention**

The concept of green purchase intention captures the behavioral inclination of buyers to favor ecologically sustainable alternatives over traditional options throughout their commercial evaluation processes. This indicates that when consumers assess market offerings, an intrinsic psychological drive guides their choice architecture toward items that minimize environmental degradation. Rakhmawati et al. (2019)suggest that this intention is stimulated when individuals have a psychological drive to consume products that are perceived as not harmful to the environment. Prior research by Pradnyadewi and Warmika (2019) as well as Yahya (2022) also demonstrates that this transactional intention is the culmination of an accumulation of value satisfaction and trust successfully built by producers into the consumer's long-term memory. In this study, green purchase intention is focused on the strength of the transactional drive within Generation Z in Surabaya to make Kopi Tuku their primary choice for daily coffee consumption due to environmental sustainability reasons. This serves as a measure of consumer readiness to undertake actual purchasing actions after evaluating all of the brand's green attributes. In the flowchart of consumer behavior, green purchase intention is positioned as an output response or the final stage of the decision-making process prior to the occurrence of actual buying behavior. Consumer behavior theory explains that this purchase intention does not emerge instantly or spontaneously; rather, it is formed as the final outcome of a cognitive chain involving environmental stimulus inputs, recognition of utility, and secure moral screening. The framework of thought in this study analyzes the influence of three independent variables on green purchase intention as follows:

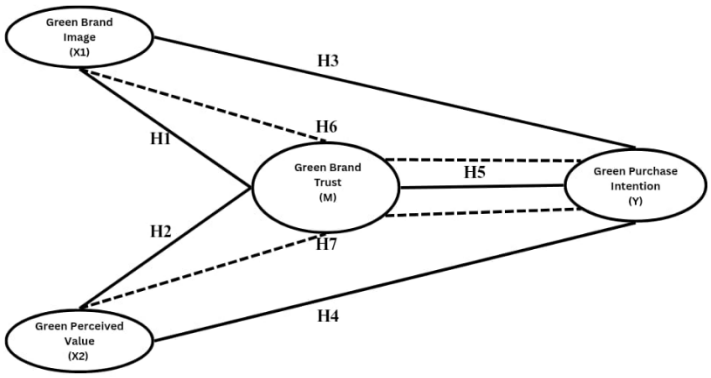


**Figure 1**. Conceptual Framework

Research Hypothesis

H1 : It is suspected that Green Brand Image has a positive and significant effect on Green Brand Trust.

H2 : It is suspected that Green Perceived Value has a positive and significant effect on Green Brand Trust.

H3 : It is suspected that Green Brand Image has a positive and significant effect on Green Purchase Intention.
H4 : It is suspected that Green Perceived Value has a positive and significant effect on Green Purchase Intention.
H5 : It is suspected that Green Brand Trust has a positive and significant effect on Green Purchase Intention.
H6 : It is suspected that Green Brand Image has a positive and significant effect on Green Purchase Intention through Green Brand Trust as a mediating variable.
H7 : It is suspected that Green Perceived Value has a positive and significant effect on Green Purchase Intention through Green Brand Trust as a mediating variable.

**RESEARCH METHOD**

The type of research used in this study is quantitative research that aims to test the direct and indirect influence between variables through statistical hypothesis testing. The population in this is strictly narrowed down to potential and existing Generation Z consumers who are aware of Kopi Tuku Surabaya's brand and environmental initiatives but have varying degrees of purchase readiness. Because the exact number of this specific segment cannot be known with certainty, it is categorized as an infinite population.

Data collection was executed utilizing a non-probability sampling design, specifically operationalized through a purposive (judgmental) sampling strategy. Fieldwork was conducted over a two-month period from October to November 2025. To ensure the sample aligns with the consumer behavior framework of green purchase intention, strict pre-established screening parameters (inclusion criteria) were applied:

1. Respondents must belong to Generation Z, specifically aged 20–29 years.
2. Formally domiciled or actively residing in Surabaya for at least one year.
3. Possess active awareness or have previously engaged with Kopi Tuku's green operational attributes (e.g., eco-friendly plain cups or the Tukucur tree-planting program).

Exclusion criteria were applied to disqualify incomplete surveys or failed internal attention checks, while duplicate responses were prevented via Google authentication. The questionnaire items were adapted from Chen et al. (2015), underwent a forward-and-back translation (English to Indonesian), and were pre-tested on 30 respondents for clarity under strict digital informed consent. The final sample size of 160 respondents was justified using model-based considerations for PLS-SEM based on Hair et al. For a structural model with a maximum of two independent variables pointing to a dependent construct, a sample of 160 drastically exceeds the minimum requirement needed to detect an R-squared value of 0.25 at a 5% significance level with an 80% statistical power, verifying sample adequacy.

Primary data from the five-point Likert scale was protected against Common Method Bias (CMB) using Harman's single-factor test, confirming no single factor accounted for over 50% of the variance. Data was analyzed via PLS-SEM using SmartPLS 3.0, where psychometric properties were rigorously evaluated against empirical thresholds. Convergent validity required factor loadings > 0.70 and an AVE > 0.50, while discriminant validity was evaluated through cross-loadings and the Fornell-Larcker criterion. Scale reliability was assessed using Cronbach's alpha and composite reliability (CR) indices exceeding 0.70. Finally, hypotheses and indirect mediation pathways were tested using the PLS bootstrapping method with 5,000 subsamples to generate *t*-statistics and confidence intervals.

**FINDINGS AND DISCUSSION**

The structural model evaluation is based on primary data collected from 160 respondents who strictly met the purposive screening criteria. The sample is predominantly characterized by the younger cohort of Generation Z aged 20–23 years (42.5%) and is relatively balanced between male (53.1%) and female (46.9%) consumers. In terms of socio-economic background, the respondents are highly dominated by university students (41.9%) and private employees (33.7%), with more than half of the total sample holding a Bachelor's Degree (54.4%) as their highest education. Geographically, while the respondents span across all administrative areas of Surabaya, the highest concentrations are clustered in East Surabaya (25.6%) and South Surabaya (21.2%), directly mirroring the strategic location of Kopi Tuku outlets near university hubs and commercial districts.

**Model Evaluation (Outer Model)**

**Table 1** Measurement Model Reliability and Convergent Validity

| Variable | Composite Reliability | Average Variance Extracted (AVE) |
|---|---|---|
| Green brand image | 0.95 | 0.827 |
| Green brand trust | 0.956 | 0.844 |
| Green perceived value_ | 0.965 | 0.875 |
| Green purchase intention_ | 0.956 | 0.845 |

Source: Processed primary data

Based on the empirical results presented in Table 4.12, the computed AVE values for Green Brand Image, Green Brand Trust, Green Perceived Value, and Green Purchase Intention are 0.827, 0.844, 0.875, and 0.845, respectively. All latent constructs strictly exceed the standard conservative threshold of 0.50, indicating that each variable accounts for more than 80% of its indicators' variance and thereby confirming robust convergent validity. These statistical outcomes mathematically confirm that the measurement instruments possess excellent internal consistency and high reliability.

**Table 2** Indicator Cross-Loadings Matrix

| Variable | X1.1 | X1.2 | X1.3 | X1.4 | X2.1 | X2.2 | X2.3 | X2.4 | M1.1 | M1.2 | M1.3 | M1.4 | Y1.1 | Y1.2 | Y1.3 | Y1. |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Green Purchase Intention_ | 0.88 | 0.87 | 0.78 | 0.85 | 0.87 | 0.86 | 0.88 | 0.88 | 0.91 | 0.91 | 0.89 | 0.89 | 0.94 | 0.93 | 0.91 | 0.9 |
| Green brand image | 0.93 | 0.93 | 0.9 | 0.88 | 0.86 | 0.87 | 0.87 | 0.87 | 0.89 | 0.88 | 0.88 | 0.86 | 0.87 | 0.87 | 0.86 | 0.83 |
| Green brand trust | 0.89 | 0.88 | 0.79 | 0.86 | 0.92 | 0.92 | 0.91 | 0.92 | 0.89 | 0.89 | 0.88 | 0.87 | 0.9 | 0.89 | 0.87 | 0.89 |
| Green perceived value_ | 0.89 | 0.88 | 0.8 | 0.84 | 0.87 | 0.86 | 0.87 | 0.86 | 0.95 | 0.93 | 0.93 | 0.94 | 0.89 | 0.9 | 0.89 | 0.87 |

Source: Processed primary data

The measurement model evaluation was assessed using indicator cross-loadings. Discriminant validity is satisfied when an indicator's loading on its assigned construct is higher than its cross-loadings on other constructs. As shown in the data, all indicators load highest on their respective variables. Furthermore, while Green Brand Image indicators exhibit high cross-correlations, they consistently maintain their peak loading values within their primary construct.

This narrow margin is theoretically acceptable in sustainable marketing research due to the conceptual proximity of green consumer perceptions, confirming adequate measurement uniqueness.

**Structural Model (Inner Model)**

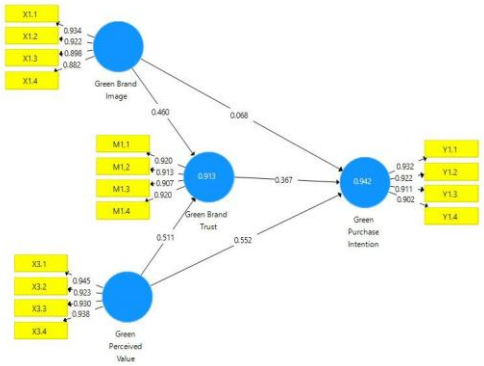


**Figure 3.** PLS test results: outer loading display
Source: Processed primary data

Based on the PLS evaluation, the $R^2$ value for Green Brand Trust stands at 0.915, demonstrating that 91.5% of the variance in consumers' trust toward Kopi Tuku is shared by the combined linear combination of Green Brand Image and Green Perceived Value. Concurrently, the $R^2$ metric for Green Purchase Intention reaches 0.929, revealing that the structural framework successfully explains 92.9% of the variance inherent in sustainable buying intent. The estimated path coefficients indicate that while Green Perceived Value and Green Brand Trust exhibit robust direct associations, Green Brand Image relies on an intervening mechanism to channel its impact on purchase intention.

**Table 3** Predictive Relevance ($Q^2$) Matrix

| **Variable** | **SSO** | **SSE** | **$Q^2$ (=1−SSE/SSO)** |
|---|---|---|---|
| Green Purchase Intention_ | 640 | 134.196 | 0.79 |
| Green brand image | 640 | 640 | - |
| Green brand trust | 640 | 151.165 | 0.764 |
| Green perceived value_ | 640 | 640 | - |

Source: Processed primary data

As shown in Table 4, the specific indirect effect of Green Brand Image on Green Purchase Intention via Green Brand Trust is statistically significant (O = 0.172, T = 3.872, P = 0.000), fully supporting H6. Similarly, the indirect pathway for Green Perceived Value through Green Brand Trust is confirmed (O = 0.183, T = 4.034, P = 0.000), validating H7. These outcomes verify that Green Brand Trust acts as a psychological mechanism linking both green image stimuli and perceived utilities to consumers' purchase intentions.

**Hypothesis Testing**

The Results section should present the key findings in a clear and concise manner, emphasizing the main scientific outcomes rather than describing the data excessively. The subsequent subheading should follow the formatting shown below:

**Table 4** Path Coefficient

| Relationship | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics (\|O/STDEV\|) | P Values |
|---|---|---|---|---|---|
| Green brand image → Green Purchase Intention_ | 0.049 | 0.065 | 0.089 | 0.548 | 0.584 |
| Green brand image → Green brand trust | 0.47 | 0.477 | 0.079 | 5.986 | 0 |
| Green brand trust → Green Purchase Intention_ | 0.365 | 0.358 | 0.071 | 5.13 | 0 |
| Green perceived value_ → Green Purchase Intention_ | 0.573 | 0.563 | 0.077 | 7.445 | 0 |
| Green perceived value_ → Green brand trust | 0.502 | 0.495 | 0.079 | 6.344 | 0 |

Source: Processed primary data

From table 2, the following conclusions are obtained regarding the hypothesis testing in this study:

**Hypothesis 1:** Green Brand Image has a positive and significant effect on Green Brand Trust (O = 0.463; T = 6.340 > 1.96; P = 0.000 < 0.05), so the hypothesis is accepted. This indicates that the environmentally friendly image attached to Kopi Tuku has been proven to be able to build a solid foundation of green trust in the minds of consumers.

**Hypothesis 2:** Green Perceived Value (X2) has a positive and significant effect on Green Brand Trust (O = 0.508; T = 6.889 > 1.96; P = 0.000 < 0.05), so the hypothesis is accepted. This shows that the higher the value of green benefits perceived by consumers, the stronger their trust in the brand's environmental credibility.

**Hypothesis 3:** Green Brand Image (X1) has a positive but insignificant effect on Green Purchase Intention (Y) (O = 0.065; T = 0.769 < 1.96 < 1.96; P = 0.443 > 0.05 so the hypothesis is rejected. This shows that green image alone is not enough to influence consumers' green purchase intentions.

**Hypothesis 4:** Green Perceived Value has a positive and significant effect on Green Purchase Intention (O = 0.554; T = 6.835 > 1.96; P = 0.000 < 0.05), so the hypothesis is accepted. This indicates that the greater the perceived net benefits of the product (functional and emotional), the stronger the consumer's intention to purchase Kopi Tuku products.

**Hypothesis 5:** Green Brand Trust (M) has a positive and significant effect on Green Purchase Intention (Y) (O = 0.367; T = 5.393 > 1.96; P = 0.000 < 0.05), so the hypothesis is accepted. This proves that increasing consumer trust in Kopi Tuku's ecological commitment directly strengthens their intention to purchase green products.

**Hypothesis 6:** Green Brand Image (X1) has a positive and significant effect on Green Purchase

Intention (Y) through Green Brand Trust (M), so H6 is accepted. The results of this indirect effect prove that Green Brand Trust is able to act as a full mediator (perfect mediation), where the environmental image of Kopi Tuku can only drive consumer purchasing interest significantly when the image has been successfully converted into a strong sense of trust in the minds of consumers.

**Hypothesis 7:** Green Perceived Value (X2) has a positive and significant effect on Green Purchase Intention (Y) through Green Brand Trust (M), so H7 is accepted. These results prove that Green Brand Trust acts as a partial mediator, indicating that consumer perceptions of green benefits not only directly drive purchase intentions but also work simultaneously by strengthening their trust in the environmental integrity of Kopi Tuku shops.

**Discussion**

**The Influence of Green Brand Image on Green Brand Trust**

Empirical testing confirms that a green brand image exerts a substantial influence on green brand trust among Kopi Tuku's customer base in Surabaya, thereby validating the first hypothesis. The significance of this relationship is driven by the characteristics of Generation Z respondents, consisting primarily of students and graduates who possess high ecological literacy and active access to information. For this critical segment, the consistent eco-friendly identity projected by Kopi Tuku Surabaya provides a vital sense of psychological security and moral assurance. When these young consumers form a positive mental representation of the brand's environmental commitment, it directly triggers the belief that the company carries out honest, responsible business practices rather than simple marketing gimmicks.

The successful cultivation of this trust relies heavily on tangible operational fulfillment directly observed by consumers in Surabaya. Respondents witness concrete empirical evidence through Kopi Tuku's strategic policies, such as the utilization of plain eco-friendly cups and active social contributions to nature preservation through the Tukucur tree-planting program. Psychologically, this transparent implementation embeds a solid green reputation into the consumer's memory matrix, correlating the physical quality of daily coffee consumption with active Earth protection. By experiencing these sustainable initiatives firsthand, Generation Z's critical skepticism regarding prevalent greenwashing issues is effectively eroded and converted into solid institutional trust toward Kopi Tuku's operational integrity.

Theoretically, this empirical finding strongly reinforces the Value-Belief-Norm (VBN) theory by Stern et al. (1999), which posits that an individual's pro-environmental cognitive orientation is activated through a hierarchical chain of central values and focused beliefs. Within this framework, Kopi Tuku's green brand image serves as a powerful external stimulus that aligns with the biospheric values of Generation Z, successfully activating their Awareness of Consequences (AC) regarding ecological threats. Furthermore, these outcomes are highly congruent with prior literature by Suyanto and Pramono (2020), as well as supporting evidence from Azmi Yoningsih and Hidayat (2023) and Aurellia and Sidharta (2023), which collectively established that a positive, consistent environmental brand image serves as an absolute representation of corporate integrity that significantly boosts green brand trust.

**The Influence of Green Perceived Value on Green Brand Trust**

Based on the results of data analysis, it was found that Green Perceived Value has a significant association with the Green Brand Trust of Kopi Tuku consumers in Surabaya, thereby validating the second hypothesis. This correlation is closely related to the demographic characteristics of Generation Z respondents, who highly prioritize authenticity and operational utility. For this critical segment, products that offer clear green value are not merely a temporary lifestyle trend, but rather

a deliberate vehicle for fulfilling both functional and socio-emotional needs. When these young consumers perceive clear added value in the form of contributing to environmental sustainability when purchasing Kopi Tuku, they interpret it as empirical evidence of the company's organizational seriousness, which directly translates into institutional credibility.

Operationally, this alignment of trust is driven by the consumers' objective evaluation of rational utilities, balanced alongside affective psychological benefits. Economically and functionally, Generation Z experiences direct utility from the consistent quality of the coffee taste, price fairness, and the functional safety of the eco-friendly packaging. This rational satisfaction is strongly reinforced by emotional and social values, where feelings of personal pride and care arise from taking a positive action for the Earth. When young consumers realize that their purchasing choices simultaneously boost their self-image within their peer community as responsible individuals, their skepticism collapses, effectively alleviating purchasing risks and converting the overall perception of green value into a firm belief in Kopi Tuku's long-term operational integrity.

Theoretically, these findings strengthen the core consumer behavior premise that perceived value serves as a fundamental pillar in developing institutional brand trust. When a company successfully balances economic utility with tangible ecological value, consumers are less likely to be skeptical and instead feel secure transacting with the brand. This empirical outcome is highly congruent with previous literature by Wicaksono and Darpito (2023) as well as Azmi Yoningsih and Hidayat (2023), which both established that green perceived value plays a vital role in stimulating brand trust. Consumers who appreciate a product's net environmental benefits tend to place full confidence in the brand's integrity, viewing it as a reliable defense against greenwashing and corporate deception.

**The Influence of Green Brand Image on Green Purchase Intention**

Based on the results of the data analysis, it was found that Green Brand Image has a positive but statistically non-significant direct association with Green Purchase Intention among Kopi Tuku consumers in Surabaya, thereby rejecting the third hypothesis. This insignificance is strongly influenced by the demographic characteristics of the respondents, who are predominantly critical Generation Z students and graduates. As a digitally savvy segment with high ecological literacy, they view eco-friendly practices such as utilizing plain biodegradable cups or running the Tukucur tree-planting initiative as standard, baseline corporate social responsibilities expected of the modern coffee industry rather than extraordinary transactional drivers. Consequently, while Kopi Tuku's green reputation successfully secures high public appreciation, this mental impression stops at the level of cognitive admiration and fails to spontaneously generate a direct buying impulse.

Psychologically, although Generation Z forms an excellent mental image of Kopi Tuku Surabaya as an eco-friendly provider, they remain highly rational utility-maximizers who separate theoretical admiration from transactional behavior. For these young urban consumers, a sustainable brand image or environmental quality correlation cannot override fundamental, personally relevant factors such as coffee taste consistency, price fairness, and store accessibility. Ecological viability is treated as a minimum market requirement rather than a unique competitive differentiator. Therefore, without the support of deep structural validation, a positive green brand image alone simply evaporates as passive conceptual support without ever materializing into a direct, spontaneous purchasing decision for daily coffee products.

Theoretically, this finding enriches the framework of consumer behavior by demonstrating that the relationship between brand stimulus and output response is complex and context-dependent, particularly within younger cohorts. These empirical outcomes align closely with prior research by Rakhmawati et al. (2019), which established that a green brand image often fails to directly impact purchase intention, instead requiring an intervening variable to channel its effects.

However, these findings contrast sharply with literature by Sari and Audita Nuvriasari (2026) and Sauki and Wardani (2025), which reported a direct, significant relationship. This divergence is likely driven by variations in regional demographics, localized market characteristics, and differing baseline levels of consumer skepticism regarding the urgency of corporate environmental claims.

**The Influence of Green Perceived Value on Green Purchase Intention**

Based on the data analysis, it was found that Green Perceived Value has a positive and significant association with Green Purchase Intention among Kopi Tuku consumers in Surabaya, thereby validating the fourth hypothesis. This outcome is highly relevant to the demographic profile of the respondents, who are predominantly critical, highly educated, and efficiency-oriented Generation Z students and graduates. Rather than merely following sustainable trends blindly, this segment engages in a logical thinking process that rationally calculates whether their extra efforts such as paying a specific price or bringing personal tumblers are truly commensurate with the resulting environmental utility. When these young consumers evaluate that the net ecological and product benefits match or exceed their personal sacrifices, a strong and resilient transactional drive is successfully established.

In practical terms, this transactional intent is simultaneously sustained by a balanced combination of material and non-material value dimensions. Operationally, Generation Z experiences direct functional utility from the high-quality coffee taste and the functional safety of earth-safe packaging, which they weigh against economic value to ensure price fairness relative to the ecological contribution. This rational foundation is further reinforced by affective dimensions, where emotional value creates personal pride and satisfaction from actively protecting the Earth, while social value enhances their self-image as responsible individuals within their peer communities. In the framework of consumer behavior theory, this balance between functional-economic efficiency and emotional-social satisfaction provides the necessary logical reasons ensuring that the green purchasing decision feels highly reasonable and advantageous.

Theoretically, these empirical outcomes confirm that modern sustainable consumption remains heavily dependent on the trade-off between perceived benefits and sacrifices, proving that green attributes cannot succeed without maintaining core product utilities. This finding is highly congruent with prior literature by Sari and Audita Nuvriasari (2026) as well as Zahra and Rohman (2024), which established that green perceived value serves as a primary driver of purchase intentions. However, these results contrast with the research of Wicaksono and Darpito (2023), who found non-significant paths in different industrial contexts. This divergence is driven by the specific product category, where daily fast-moving consumption items like coffee establish a much closer, intimate functional relationship with the customer's daily utility than heavy industries or specialized services.

**The Influence of Green Brand Trust on Green Purchase Intention**

Based on the results of data analysis, it was found that Green Brand Trust has an influence on Green Purchase Intention among Kopi Tuku consumers in Surabaya, so the fifth hypothesis is declared accepted. These results indicate that consumer trust in a brand's environmental commitment acts as a primary driver that stimulates their intention to purchase green products. When consumers' level of trust in Kopi Tuku Surabaya is at a high level, their doubts will disappear, which then transforms into a strong urge to purchase the product.

The significance of this relationship is highly relevant to the characteristics of Generation Z in Surabaya, who are known to be critical yet loyal once they have placed their trust in a brand. Amidst the rise of greenwashing issues, trust has become a highly valuable commodity for young consumers. Generation Z requires a sense of psychological security before deciding to spend their

money. Therefore, once they have confidence in Kopi Tuku Surabaya's green reputation, that trust immediately drives their intention to choose Kopi Tuku as their primary daily coffee consumption option.

In practical terms, this transformation from trust into a strong purchase intention is driven by the fulfillment of trust demonstrated by Kopi Tuku Surabaya. Through performance reliability, consumers have full confidence that the coffee shop's operational performance in preserving environmental sustainability can be consistently relied upon over time. This confidence is further strengthened by claim credibility, wherein every piece of information, campaign, or environmental promise delivered by the management is perceived as transparent and trustworthy, rather than mere marketing gimmicks. For Generation Z in Surabaya, when a brand is proven to possess reliable performance and credible information, their perception of purchase risk drops drastically, thereby eliminating doubts about choosing Kopi Tuku as their primary option for daily coffee consumption.

On the other hand, consumers' psychological assurance is also reinforced. Consumers tangibly experience that Kopi Tuku Surabaya truly upholds its moral commitment to environmental protection, which is reflected in each of its operational policies. This honesty of promises ultimately leads to the fulfillment of expectations, where the level of environmental care executed by the company successfully meets or even exceeds the green standard expectations anticipated by these critical students and undergraduates. When this moral promise is fulfilled honestly and in accordance with expectations, a sense of security and emotional validation emerges in the minds of consumers, directly stimulating a solid, resilient, and sustainable green purchase intention.

Theoretically, this connection directly validates the core path of the Value-Belief-Norm (VBN) theory proposed by Stern et al. (1999), which links activated cognitive beliefs to pro-environmental actions through the mediation of moral norms. Within this framework, Green Brand Trust represents the successful activation of individual beliefs regarding a firm's genuine environmental responsibility. Once this trust is firmly anchored in the consumer's psychological matrix, it triggers a strong personal norm—a felt sense of personal moral obligation to support sustainable goals. In the VBN paradigm, this activated personal norm directly materializes as a distinct private-sphere consumer behavior, which in this study is captured through a highly resilient and proactive green purchase intention.

These findings support the research findings of Amalia et al. (2022) and Rahmadhani and Widodo (2023), which state that green brand trust is a strong predictor of green purchase intention. This demonstrates that trust serves as a reassurance, both emotionally and cognitively, validating consumers' decisions before making a purchase. Furthermore, these results also reinforce the consistency of research by Rakhmawati et al. (2019), which confirms that without strong trust, purchasing intention for green products will be difficult to form, even if the brand image is already quite good.

**The Influence of Green Brand Image on Green Purchase Intention through Green Brand Trust as a Mediating Variable**

Based on the results of the mediation analysis, it was found that Green Brand Image reflects a significant indirect association with Green Purchase Intention through Green Brand Trust among Kopi Tuku consumers in Surabaya, thereby validating the sixth hypothesis. Since the direct path from Green Brand Image to Green Purchase Intention was previously found to be non-significant, Green Brand Trust acts as a full mediator. This complete mediation framework indicates that a positive eco-friendly reputation among Generation Z students and graduates does not spontaneously trigger an immediate buying impulse. Instead, the psychological benefits of a sustainable brand image must be entirely converted into a strong bond of verified institutional trust before it can effectively manifest as an active purchasing intention.

In practical terms, this full mediation mechanism is driven by how critical Generation Z consumers filter corporate environmental claims. When young consumers observe a positive green brand image—such as Kopi Tuku's utilization of plain eco-friendly cups and its active social contributions through the Tukucur tree-planting program—this cognitive admiration serves as an initial stimulus. However, amid widespread global greenwashing practices, this green reputation alone is insufficient to drive transactions. It requires the strict validation of performance reliability and claim credibility over time. Once this environmental image successfully reduces purchase risk and establishes high brand confidence, the accumulated trust acts as the definitive psychological filter that converts passive conceptual support into a resilient intention to choose Kopi Tuku as a daily coffee option.

Theoretically, these outcomes completely operationalize the sequential hierarchical chain of the (VBN) theory by Stern et al. (1999). Within this paradigm, a green brand image serves as the external cognitive stimulus that activates individual awareness regarding ecological consequences. However, this pro-environmental orientation cannot jump directly to behavioral intent; it must pass through the successful activation of personal moral norms. In this study, Green Brand Trust functions as that vital internal bridge, representing the point where verified beliefs trigger a felt sense of moral obligation to support sustainable goals. These empirical findings enrich consumer behavior literature and align closely with prior studies by (Amalia et al., 2022; Rhamadhani & Widodo, 2023; Rakhmawati et al., 2019), mathematically confirming that without the internal validation of trust, a positive environmental image fails to directly generate sustainable purchase intent.

**The Influence of Green Perceived Value on Green Purchase Intention through Green Brand Trust as a Mediating Variable**

Based on the results of the mediation analysis, it was found that Green Perceived Value reflects a significant indirect association with Green Purchase Intention through Green Brand Trust among Kopi Tuku consumers in Surabaya, thereby validating the seventh hypothesis. Since the direct path from Green Perceived Value to Green Purchase Intention also remains highly significant, Green Brand Trust acts as a partial mediator. This dual-path dynamic corresponds closely with the balanced rational and critical characteristics of Generation Z respondents. When these young urban consumers evaluate high ecological benefits from Kopi Tuku, this immediate utility correlates directly with their buying intentions. Concurrently, the accumulation of these positive values over time fosters institutional credibility, which subsequently forms a more robust, long-term psychological commitment free from greenwashing skepticism.

In the framework of this partial mediation, the data demonstrates that consumer utilities operate through a direct pragmatic pathway and an indirect relational pathway simultaneously. On the direct pathway, the fulfillment of material dimensions—namely functional value (consistent coffee taste and secure eco-friendly packaging) and economic value (perceived price fairness)—provides sufficient logical reasons to statistically predict an immediate green purchase intention. However, when these rational expectations are consistently fulfilled, the experience transcends a temporary transaction and accumulates into psychological capital that shapes Green Brand Trust. This relational trust is further amplified by non-material dimensions, where affective feelings of environmental care (emotional value) and enhanced self-image among peers (social value) are converted into high brand integrity, establishing a vital bridge that further secures a resilient purchase intention.

Theoretically, these outcomes enrich consumer behavior literature by showing that sustainable purchase intentions derived from perceived value do not rely on a single psychological mechanism. Instead, product value serves as an exceptional baseline asset that directly explains

buying interest while concurrently acting as an internal catalyst to generate institutional trust. This empirical finding is highly congruent with prior literature by Pradnyadewi and Warmika (2019) as well as Wicaksono and Darpito (2023), which both established that brand trust effectively mediates the relationship between green perceived value and green purchase intention. These studies collectively confirm that trust emerging from positive value accumulation serves as a powerful relational anchor that accelerates and strengthens young consumers' behavioral intentions toward environmentally friendly brands.

## CONCLUSIONS

Based on the empirical results, several key statistical insights can be drawn regarding Generation Z consumers toward Kopi Tuku Surabaya. First, Green Brand Image exhibits a non-significant direct association with Green Purchase Intention but reflects a strong positive association with Green Brand Trust. This structure fully operationalizes the complete causal chain of the Value-Belief-Norm (VBN) theory, demonstrating that an eco-friendly image acts as an initial stimulus that cannot directly trigger purchase intention unless it is completely converted through the full mediation of institutional trust. Furthermore, Green Perceived Value emerges as a vital determinant that is directly associated with both Green Brand Trust and Green Purchase Intention. This structural pattern establishes a partial mediation framework, proving that while perceived green utility directly correlates with buying readiness, its predictive power multiplies when it successfully builds internal brand trust first. Theoretically, these findings expand green marketing literature by clarifying that sustainable consumer behavior among critical youth cohorts is not a spontaneous reaction to green aesthetics, but a structured cognitive hierarchy where perceived value and verified trust act as mandatory psychological filters that reduce risk perceptions.

## LIMITATION AND FURTHER RESEARCH

From a managerial standpoint, executive officers at Toko Kopi Tuku must closely tie their marketing strategies to the empirically tested constructs of green perceived value and trust rather than simple brand image. Management should maximize the functional and economic value of the products by ensuring absolute price fairness and visible transparency in eco-friendly packaging materials, which directly correlates with purchase intentions. To secure green trust, corporate communications must prioritize empirical evidence over green slogans, such as actively validating the *Tukucur* tree-planting program's progress to eliminate greenwashing skepticism. A notable limitation of this cross-sectional study is its boundary around basic brand attributes. Therefore, as potential future strategies to adapt to Generation Z's digital lifestyle, subsequent researchers and managers could explore the integration of socio-digital determinants, such as social media persuasion, interactive gamified sustainability ledgers, or digital peer-influence networks, to comprehensively map green consumption dynamics. By integrating these digital ecosystems, management can transform passive environmental awareness into an interactive, transparent community experience. This modern approach ensures that sustainable consumption becomes an engaging digital lifestyle habit for young consumers, thereby fostering deeper institutional brand loyalty.

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