

The Influence of Electronic Word of Mouth, Customer Perception and Green Brand Image on Green Purchase Decision with Mediation of Green Attitude on Products Local Green Coffee Shop

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Abstract:- This research was conducted to determine the perceptions and attitudes of the public from purchasing products at the Local Green Coffee Shop. Through the variables of Electronic Word Of Mouth, Customer Perception, Green Brand Image to Green Purchase Decision which is mediated by Green Attitude on local green coffee shop products. The object of this research is someone who is active in social media and transacts at a local Green Coffee Shop, domiciled in Jabodetabek, Bandung, Surabaya and Bali. This research was conducted by 125 respondents. This study uses purposive sampling techniques to measure the perceptions and attitudes of the sample. The Structural Equation Model (SEM) was used along with the SmartPLS 4.0 analysis tool. The results showed that Electronic Word Of Mouth has a positive and significant effect on Green Purchase Decision; Customer Perception has a positive and insignificant effect on Green Purchase Decision; Green Brand Image has a positive and significant effect on Green Purchase Decision; Green Attitude positively and significantly mediates the relationship between Electronic Word Of Mouth and Green Purchase Decision; and Green Attitude positively and insignificantly mediates the relationship between Customer Perception. The findings of this study are expected to serve as a reference for coffee shop owners and teenagers who want to establish a Green Coffee Shop.

Keywords:- Electric Car, Purchase Intention, Millennial, Theory of Planned Behavior, Structural Equation Modeling.

I. INTRODUCTION

The United Nations (UN) designed the Sustainable Development Goals (SDGs) in 2015, a global call to eradicate poverty, protect the planet, and realize peace and prosperity for all humanity (cnbc indonesia, 2024). The Sustainable Development Goals (SDGs) were created under Indonesia's Sustainable Development Implementation Framework. The SDGs consist of three pillars of sustainable development: social aspects, environmental aspects, and economic aspects. The SDGs consist of 17 Goals and 169 targets, and they were created to continue and achieve the

Millennium Development Goals (MDGs), which ended in 2015. Place the SDGs Indonesia, 2024.

Currently, Indonesia has four pillars of development to reach 2045. They are human development and mastery of science and technology, sustainable economic development, equitable development, and national resilience and governance (indonesiabaik.id, 2019).

According to the World Bank, Indonesia's economic growth is projected to average 5 percent in 2023, a 0.1 percent increase from growth in June 2023. This is down 3 percentage points from the previous growth of 5.3 percent in 2022. Indonesia's economic growth in 2024 is projected at 4.9 percent, which is similar to the 2025 forecast (databoks.katadata.co.id, 2024).

In addition to generating the expected real GDP growth, it will essentially lead to an increase in the production and consumption of goods that will generate waste (Aprilia, 2021). The *World Bank* estimates that two billion tons of municipal solid waste are generated globally each year. This number is expected to increase to 3.4 billion tons by 2050. In other words, one-third of this waste is poorly managed. In low-income countries, the problem is even worse, with an estimated 90% of waste not being disposed of properly (datatopics.worldbank.org, 2018).

Waste mismanagement is a significant contributor to the three planetary crises of climate change, biodiversity, and natural degradation and pollution. In recent years, environmental issues have become a major concern. Waste is one of the most pressing issues (IESR, 2023). In addition to plastic pollution, food waste is also considered a paradoxical problem known as the "Discard Problem" (Childs & Lofton, 2021).

Waste data representing big cities, Jabodetabek is one of the real conditions that can be used as an example today. Jakarta's waste generation reached 1,571,077 tons, Bogor reached 284,631 tons, Depok reached 365,000 tons, Tangerang reached 369,177 tons, Bekasi reached 67,308 tons in 2023 and will continue to increase every year

(sipsn.menlhk.go.id/, 2023) In this case, the main concern in Indonesia is considering the economic, social, and environmental impacts caused. It has the potential to increase waste and food waste.

The impact of plastic waste is difficult to decompose and single-use plastic items used in general take more than 400 years to biodegrade (Simon Sampson, 2021). This phenomenon causes waste to continue to increase and never stop which impacts the environment and quality of life on earth. The following waste data was collected from the National Waste Management (SIPSN) and the Ministry of Environment and Forestry (KLHK):

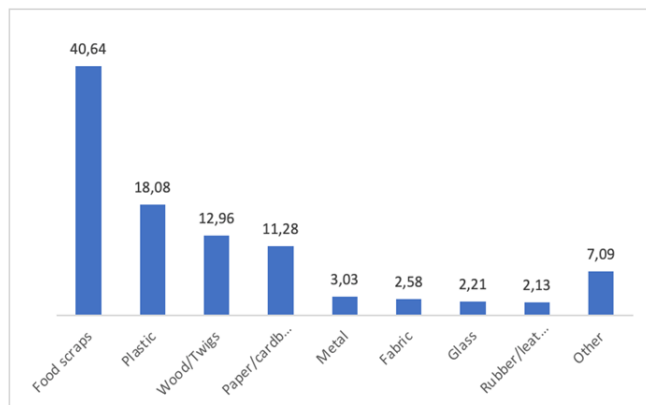


Fig 1 Majority of Waste in Indonesia is Food Waste
Source: databoks.katadata.co.id (2022)

Indonesia's waste generation in 2022 will reach 35.92 million tons, up 21.92 percent from 29.46 million tons in the previous year. 40.64 percent of national waste comes from food waste.

Plastic is the largest type of waste with a proportion of 18.08 percent of all waste, followed by wood or branches with 12.96 percent, paper or cardboard with 11.28 percent, and metal with 3.03 percent, cloth with 2.58 percent, glass with 2.21 percent, rubber or leather with 2.13 percent, and other waste with 7.09 percent (databoks.katadata.co.id, 2023). Based on the data above, the largest waste is food waste, beverages and plastic. It is caused by the restaurant industry, retail, hotels, food processing industry and the coffee industry.

The coffee industry is one of the growing sectors. Indonesia has experienced significant growth of 250 percent in the last ten years, making it the fourth largest coffee producer in the world after Brazil, Vietnam, and Colombia. With a land area of 1.25 million ha, Indonesia's coffee products reach 761 thousand tons per year (Coordinating Ministry for Economic Affairs of the Republic of Indonesia, 2021).

The coffee industry supports 1.86 million farmers and 50 thousand general workers in Indonesia, playing an important role in employment. After natural rubber and oil palm, coffee is the third most important commodity in plantations. In addition, coffee accounts for 16.15% of plantation GDP (Coordinating Ministry for Economic Affairs of the Republic of Indonesia, 2021).

Value Chain for the standardization of coffee beans (green beans coffee) such as maintaining the quality of coffee beans produced by producers must meet the required quality standards In Indonesia, post-harvest handling and quality requirements for coffee beans still refer to the Minister of Agriculture Regulation No. 52 of 2012 and SNI 01-2907-2008 concerning coffee beans. Quality and standardized coffee beans can be obtained by considering the right harvest time. Harvesting too early or too late can affect the quality of coffee beans. In addition, post-harvest processes such as processing, fermentation, drying, roasting, packaging and storage also need to follow standards in order to produce quality coffee beans with specific characteristics. Common processing of coffee beans is dry, fully wet or semi-wet (Sirappa et al., 2024)

Reporting from bbs.binus.ac.id (2021) This sustainability trend also needs to be prioritized for the success of coffee exports. Certification is not the only thing that matters in this trend. What is more needed is communication regarding price transparency and protection of the welfare of coffee farmers. Although it is known that selling raw coffee beans is not recommended because it lacks good value-added. However, the government recommends selling raw coffee beans with specialty and sustainability standards, as they have a higher value in the global market.

The development of the Robusta and Arabica Coffee National Training Curriculum and Guidelines (2019) is reported on the Sustainable Coffee Platform Indonesia website. This is part of an effort to improve the quality and production of Robusta and Arabica coffee in Indonesia by encouraging coffee farmers to conduct sustainable cultivation and post-harvest training using curricula and guidelines tailored to national standards. One strategy set is the establishment and training of 123 Robusta Instructor Trainers from eleven provinces and 60 Arabica Instructor Trainers from fifteen provinces in Indonesia.

Growing demand for coffee Today, the number of coffee shops in Indonesia has tripled since 2016, from 1,083 outlets to 2,937 outlets in 2019, and this number is still increasing (Undip.id, 2022). In addition, Indonesian coffee companies are increasingly innovative in developing their defense strategies by adding new trends to their plans (insight.toffin.id, 2021).

The emergence of coffee shops in Indonesia has grown rapidly in recent years and has gone viral. This is due to the increasing consumption of coffee and the number of coffee shops in Indonesia (Undip.id, 2022). As reported by the mix marcom website, there are four factors that can help the growth of the coffee shop business in Indonesia: The first factor is the habit (culture) of hanging out while having coffee; the second factor is the increase in consumer purchasing power, the emergence of the middle class, and the increasingly affordable price of ready-to-eat coffee in modern shops; and the third factor is the dominance of young Indonesians, which results in a new lifestyle in coffee consumption. Fourth, coffee shop businesses can more easily do promotion and marketing with the presence of social media

(mix.co.id, 2019). Sales of ready-to-drink coffee increased steadily from 2015 to 2019, according to DataIndonesia.id. However, the COVID-19 pandemic in 2020 reduced sales, and the following year sales increased again, but still below pre-pandemic figures.

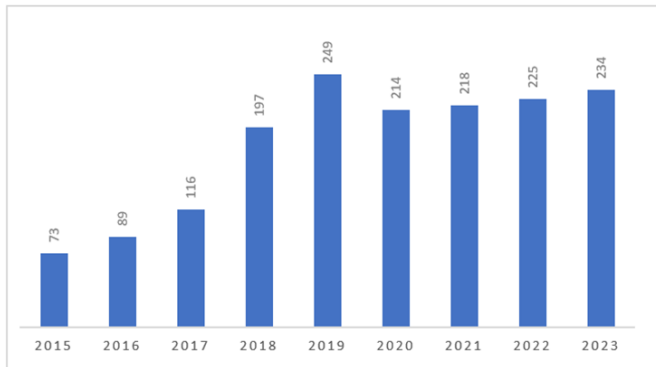


Fig 2 Sales Data of Ready-to-Drink Coffee in Indonesia (2015-2020)

Source: dataIndonesia.id (2022)

In Indonesia, ready-to-drink (RTD) coffee is one of the most popular beverages. Sales of ready-to-drink coffee in Indonesia are expected to increase by 4% in 2023 from 225 million liters in the previous year, because in addition to good taste, it is also practical and affordable. With the increase in purchasing power among coffee shops, it makes opportunities for business people, creating a good image and satisfaction to customers (dataIndonesia.id, 2022).

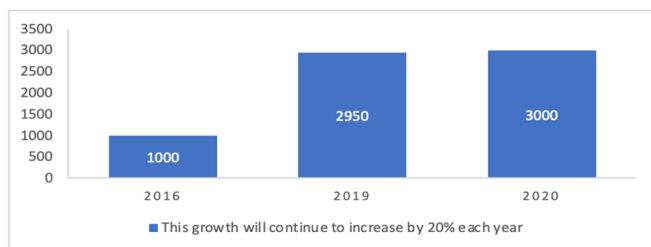


Fig 3 Growth of Coffee Shops in Indonesia

Source: Toffin Insight, 2020

Reporting from Toffin Insight, the growth of local coffee shops in Indonesia in 2016 was 1000 outlets, 2019 was 2,950 outlets and 2020 was 3000 outlets (insight.toffin.id, 2021). This growth will continue to increase by 20% each year. Local coffee shops are chosen because they are more diverse in terms of coffee beans and menus, more affordable prices, create campaigns for the community through promos such as bringing a tumbler to get a 10% discount and unique coffee shop concepts and Eco Living.

For companies looking to gain competitive value, image is one of the most valuable values. Brands are particularly relevant in consumer markets where companies seek to foster consumer trust, loyalty and preference. Brand preference is an important measure of consumer choice behavior and its influence on purchase or visit intentions (Gómez-Rico et al., 2014).

The most awaited award event by brand industry players in Indonesia is the Top Brand Award, which is given to leading brands with outstanding performance in the Indonesian market. This award is given based on the Top Brand Index, which is the official Top Brand survey conducted independently by Frontier Research. The comparative data of the brands awarded as Top Brand in the Coffee Shop category are as follows (Top Brand Award, 2024).



Fig 4 Top Brand Coffee Shop Category

Source: www.topbrand-award.com, 2024

The current Market Leader Brand Local Coffee Shop, Janji Jiwa, is the first position in the Coffee Shop category with a 2024 percentage of 44.80%. Followed by Kopi Kenangan with a percentage in 2024 of 39%, then Fore 6.90% in the last position is Kulo with a percentage of 5.40%. Meanwhile, other local coffee shops have not been able to enter the top four Top Brands in the Coffee Shop category because consumers have not chosen local coffee as ready-to-drink consumption.

Currently, there are local coffee shops that are very developed and have become one of the favorite coffee shops, namely Dua Coffee, Fore, Nako, Stuja, Tuku, Pison Coffee which are spread across Jabodetabek, Bandung, Bali and Surabaya have not been included in the Top Brand Coffee Shop category. Local Coffee Shops will begin to improve their quality by providing competitive prices.

Related to green behavior that is pointed out to consumers. One of the values that local coffee shops want to express in their business processes is to implement environmentally friendly and green implementation. Local Coffee Shop carries Green Practice in its business processes and this is to accommodate consumer behavior.

In order to reduce the impact of waste and create environmental awareness, many Coffee Shops, especially Jabodetabek, Bandung, Surabaya and Bali, are starting to consider environmentally friendly programs as a marketing model. Researchers observed Coffee Shops in the Jabodetabek Branch. Here are some lists of Coffee Shops that implement environmentally friendly programs and green marketing:

Table 1 List of *Green Coffee Shops* in Indonesia

No	Name	Campaign	Branch Location
1	Dua Coffee	Industrial waste management & Eco friendly packaging	Jabodetabek, Bandung
2	Fore	Eco friendly & Eco living	Jabodetabek, Bandung, Bali
3	Nako	Eco friendly & Eco living	Jabodetabek, Bandung, Bali
4	Stuja	Eco friendly packaging & Eco living	Jabodetabek, Bali
5	Tuku	Eco friendly packaging & Eco living	Jabodetabek, Surabaya
6	Pison Coffee	Eco friendly & Eco living	Jabodetabek, Bali

There are six local Green Coffee Shops that implement environmentally friendly programs and green marketing spread across Jabodetabek, Bandung, Surabaya and Bali. Reporting from the Octopus website page (2024), Dua Coffee became the first SME to join Octopus Indonesia, a green program for the earth by managing used packaging. Every used packaging at the Cipete branch of Dua Coffee outlet will be picked up by conservationists from Octopus to be recycled and this collaboration presents Octopus Point Cipete which is located in front of the Cipete branch of Dua Coffee outlet. Then apply paper cup packaging for hot coffee with shades of batik from Bandung and an environmentally friendly outlet atmosphere and Eco Living. Reporting from the Fore Coffee website page (2024), Fore Coffee presents an environmentally friendly lifestyle, one of which is with an eco friendly outlet feel, environmentally friendly packaging with the 4R concept (Reuse, Reduce, Recycle, and Recover) and upcycling furniture. Reporting from Instagram Kopi Nako (2024), Kopi Nako carries the concept of recycling, namely processing plastic waste into furniture, switching to using tumblr and carrying out the concept of eco friendly in organic plastic cups and bottles made from corn and cassava, using bamboo straws. And carry the concept of eco friendly. Reporting from Toko Kopi Tuku's Instagram (2024), Toko Kopi Tuku invites to use tumblr and environmentally friendly packaging by using paper cups. Pison Coffee carries a concept with an environmentally friendly outlet feel and packaging using paper cups.

In an effort to protect the environment and reduce emissions is to recycle, Eco Living and Eco Friendly. This well-known coffee shop in Indonesia applies the Daur Baur & Eco Living initiative to apply sustainable design to architecture, furniture and branding. The shop's unique approach can be seen in the way it arranges used plastic cups, greenery on walls and fence elements. This utilizes the understanding to form an interesting and Instagramable design to capture.

Consumer behavior today is increasingly concerned about the existence of plastic waste, food and beverage ingredients that contain many chemicals. So it began to switch green consumption behavior, food and beverage ingredients that are natural. The level of green consumption in society as a whole is shaped by the specific behavior of individual daily consumption (Choi & Johnson, 2019).

However, most green coffee shop businesses still have consumers who have not implemented green consumption behavior. Consumers often have negative perceptions of

green product choices, perceiving them to be of lower quality, less aesthetically pleasing and more expensive (Hardvard Business Review, 2019). As a result, various factors such as social norms, natural environment orientation, company perceptions of the environment, green product features, perceived risks and inconveniences when buying green products, and perceived benefits of buying green products were identified (Barbu et al., 2022).

Individual green consumption behavior is mainly influenced by several factors, namely consumer subjects (consumers) and consumer objects (products and services). Consumer subject factors include Green Attitude consumer environment. (Al Mamun & Fazal, 2018). Consumer object factors include product eco-labeling, green product quality and green product availability (C. Li et al., 2023). Also, green product behavioral intentions have inspired consumers because of their strong connection with environmental ethics and to reduce adverse impacts on the global environment (G. Li et al., 2021).

In addition to green consumption behavior, brand and product image greatly influence consumer decisions to buy products or services. In addition, consumers can evaluate purchasing decision factors such as the process of selecting, retrieving, and recognizing products or services, where consumers will seek information about these products, evaluate them before making a purchase (Komalasari et al., 2021).

Green Coffee Shop must create positive perceptions of consumers, develop Brand Image and increase consumer encouragement to make purchases. The decision-making process carried out by consumers is driven or influenced by several factors such as internal factors such as income, service, price, location, product, and promotion. External factors: cultural, social, personal, and psychological (Febriansyah & Reni, 2020).

The purpose of this study is to examine the factors that influence Green Coffee Shop purchasing decisions. In this research object, consumers who have awareness, concern, and knowledge about the environment are given a place to examine how they behave in an environmentally friendly way.

Several previous studies have found factors that can influence consumer interest in purchasing decisions for a product including Electronic Word Of Mouth showing that Green Attitude towards e-WOM can partially mediate the effect of social capital on e-WOM engagement (Pang et al., 2024a). Green Attitude is identified as a core characteristic that affects individual behavior, which is very important in the research domain of the e-WOM process (Bu et al., 2021) Customer Perception has a positive impact on their Green Attitude and a negative impact on their perceived risk (Chiang & Guo, 2021a).

Product Quality experienced positively affects customer satisfaction. Customer satisfaction positively affects brand loyalty and mediates the relationship between product quality

(Kara et al., 2022). Green Brand Image and Green Attitude of the customer environment moderate this relationship (Majeed et al., 2022). Purchasing behavior is influenced by perceptions and beliefs but mediation effects can lead to different results on indirect effects (Putu Nina & Tri Indra. 2023) Green Attitude of consumers which positively affects Purchase Intention (Pratama et al., 2023).

Based on data and literature through several previous research results. Researchers carried out a pre-survey stage to strengthen the assumptions that had been formed by giving a questionnaire to 20 consumers who knew the Green Coffee Shop Local product. Pre-survey to be able to determine the biggest influence that can lead to Green Purchase Decision. Here are some statements in the pre-survey which aim to determine the variables that will be used by researchers.

Table 2 Pre Survey

Variable	Item	Percentage	
		Agree	Disagree
Electronic Word Of Mouth	1. I often read product reviews from other consumers online to find out what products or brands make a good impression	100%	0%
Customer Perception	2. In my opinion, consuming Green Coffee Shop Local products because of the product quality assurance	100%	0%
Product Quality	3. I consume Green Coffee Shop products because of the unique and creative Packaging	80%	30%
Green Brand Image	4. Coffee Shop is known as a company that cares about the environment	100%	0%
Customer Trust	5. I think Green Coffee Shop Local's products are reasonably priced compared to other brands.	80%	20%
Purchase intention	6. I make Green Coffee Shop purchases out of necessity	55%	45%
Customer Satisfaction	7. I feel satisfied and give a positive attitude if I buy products from Green Coffee Shop because of Service, Quality Product, Green Brand Image and can manage waste.	95%	5%

Researchers distributed a pre-survey questionnaire via a Google Form link to twenty respondents who had made previous transactions at a local Green Coffee Shop to be able to conclude the percentage results of questions representing each variable, the following calculations and percentage diagrams of the average results based on the answer "Yes" from respondents show that there are four variables that have the most influence on Green Purchase Decision consumers are Electronic Word Of Mouth (100%), Customer Perception (100%), Green Brand Image (100%) to further convince this research, researchers have presented some previous research results related to the variables to be used.

Based on previous research, there is Gap Research between the relationship between Electronic Word of Mouth (E-WOM), Customer Perception, Green Brand Image on Green Purchase Decision with mediation of Attitude variables, namely Electronic Word of Mouth has no effect on Green Attitude (Mai & Nguyen, n.d. (2023), Customer Perception has no effect on Green Attitude (Mohammed et

al., 2021), Green Brand Image has no significant effect on Green Purchase Decision, but has a significant effect on Green Attitude (Linda, Yessy Artanti, 2021).

II. THEORY REVIEW AND HYPOTHESIS DEVELOPMENT

➤ Triple Bottom Line

John Elkington introduced the Triple Bottom Line concept in 1988. Previously, companies only focused on one bottom line, where the value of the company (corporate value) is only focused on its financial condition (financial). However, now, with CSR programs carried out by companies, companies must focus more on the triple bottom line concept, which includes financial, social, and environmental aspects. The 3P concept (Profit, People, Planet) says that companies must prioritize the interests of stakeholders (all people involved and affected by the company's operations) over the interests of shareholders (Imaningsih et.al, 2022).

➤ Theory of Planned Behavior

Theory of Planned Behavior (TPB) is a theory that explains the causes of behavioral intention. According to TPB, behavioral intention is determined by three main determinants, namely attitude, subjective norms, and perceived behavioral control (Manuntung, 2018). Theory Of Planned Behavior (TPB) was coined by Icek Ajzen in 1985 through his article "From intentions to actions: A Theory of planned behavior".

Theory of Planned Behavior (TPB) is based on several attitude theories, including attribution theory, expectation value theory, learning theory, and consistency theory. The theory of planned behavior (TPB) which is a further development of the Theory of Planned Behavior, which states that the relationship between attitudes, subjective norms, and perceptions will be able to influence a person's behavioral intention to take a certain action...

➤ SOR Theory

S-O-R theory (Stimulus, Organism, Response) was proposed by Hovland, Janis, and Kelly in 1953, S-O-R theory stands for Stimulus (message), Organism (communicant / recipient), and Response. The S-O-R theory (Stimulus, Organism, Response) is a process in the world of communication that will produce a certain reaction, which allows one to estimate and anticipate the suitability between the message and the communicant's reaction. The letter O between S and R indicates part of cognition, which can be interpreted as a mind or thought process to acquire, store, obtain, and change knowledge (Sagita et al., 2018).

➤ Green Purchase Decision

Kotler & Armstrong (2014) say purchasing decisions are part of the buyer's decision-making process where the buyer actually decides what to buy and what not (Zusrony, Edwin, 2021).

According to Engel, Blackwell and Miniard, the purchasing decision process has five stages, namely as follows (Zusrony, Edwin. 2021):



Fig 5 purchasing Decision Process has Five Stages

Source: (Zusrony, Edwin. 2021)

- Problem identification, identification of consumer wants and needs.
- Searching, looking for references used to fulfill desires.
- Alternative assessment, assessing various alternatives by looking at the criteria that consumers will use to determine alternatives.
- Selection, Selection of products made by consumers shows that purchases actually occur.

✓ Green Purchase Decision Indicator

Green Purchase Decision there are 4 indicators including (Nekmahmud & Fekete-Farkas, 2020):

- Customers are more likely to buy environmentally friendly products than products that are not environmentally friendly.
- Customers want to increase transactions or usage of green products
- Customers make purchases of environmentally friendly products even though the costs incurred are more expensive than products that are not environmentally friendly.
- Customers will recommend environmentally friendly products to friends and others

➤ Green Attitude

Attitude is defined as a person's level of behavior that assesses objects with pleasant or unpleasant evaluation results (Ajzen, 1991).

According to Kucuk & Sisman (2020), attitude is a process to determine the value of something related to attitude or perceived behavior. These perceived things can include goods, services, advertisements, brands, or anything else that customers can consider. There are two categories of attitudes (Saputri, 2019):

- A positive attitude, which tends to perform behaviors that approach, please, or expect something from a particular object;
- A negative attitude is a tendency to avoid, discourage, shun, resent, or dislike a particular object.

Heyl et al. (2013) define green attitude as the tendency to consistently respond to environmental issues in a favorable or unfavorable way (Coşkun, 2017). People who have an environmental attitude can act friendly towards the environment, but they do not necessarily make green purchases, which is the result of developing an environmental attitude (Leonidou et al., 2010).

Green Attitude helps achieve the main goal of generating, developing, and sustaining greenness within oneself (Arulrajah et al., 2015). Green Attitude will also help achieve better outcomes for sustainability and environmental performance (Bell et al., 2022).

✓ *Green Attitude Indicators*

Attitude can be measured by the following Indicators (X. Chen et al., 2022a):

- Customers think that the consumption attitude of environmentally friendly products will improve my healthy life
- Customers have good behavior towards the use and consumption of environmentally friendly products
- Customers prefer to buy environmentally friendly and harmless products.

➤ *Electronic Word of Mouth*

Viral marketing, also known as Electronic Word Of Mouth (eWOM) (Kotler & Armstrong, 2018), is a type of marketing strategy that utilizes the internet to provide word-of-mouth impact to support marketing achievements and strategies.

There is a definition of Electronic Word of Mouth that is derived from the traditional idea of Word of Mouth, which includes all informal communications directed to consumers via the internet about matters related to specific products and services or to sellers (Litvin et al., 2008).

• *Electronic Word of Mouth Indicators*

Electronic Word of Mouth can be measured by the following indicators (Nyoko & Samuel, 2021):

- ✓ How much you access information from social networking sites
- ✓ Intensity of interaction between fellow social media users
- ✓ Social media user reviews
- ✓ Positive comments from social network users
- ✓ Social media user recommendations
- ✓ Provide information on a wide variety of products or services
- ✓ Provides information on product or service quality
- ✓ Provide information on the price of products or services

➤ *Customer Perception*

Perception, according to Leon G. Schiffman and Leslie Lazar Kanuk (2010), is the process of selecting, organizing, and interpreting stimuli into a meaningful picture of the world. This process can be described as the way we see our own world. Perception depends on physical stimuli as well as the environment and individual circumstances. Factors such as customer experience, current needs, espoused principles or

expectations often influence consumers' perceptions when they make a purchase. Consumers, as a smart market, can certainly understand their experience when buying something, which in turn shapes their perception of it (Nugraha et al., 2021).

• *Customer Perception Indicator*

Customer Perception has 5 indicators as follows (Yurindera, 2020):

- ✓ Have an understanding of product benefits
- ✓ Have an understanding of the variety of product types
- ✓ Have an understanding of product brand popularity
- ✓ Have an understanding of product features
- ✓ Have an understanding of product usability

➤ *Green Brand Image*

According to Kotler (2017), a brand image should indicate the benefits and positioning of a particular product. Customers perceive differences based on brand image differentiation, even when competing offers look the same. According to Meithiana (2019), image or image is related to the reputation of a brand or company. Consumer perceptions of the quality associated with a brand or company are known as the company's image.

Green Brand Image can be defined as a set of perceptions held by consumers about brands related to environmental concerns (Chen 2010). *Green Brand Image* is a green brand that is formed by messages or impressions that exist in consumers related to the company's environmental commitment (Imaningsih, 2022).

There is a high probability that brand image is shaped by the messages or impressions given to customers. Consumer perceptions of a brand's environmental stewardship are known as the brand's green image. (Imaningsih, 2022)

• *Green Brand Image Indicator*

There are five indicators of *Green Brand Image*, namely (Y.-S. Chen et al., 2017):

- ✓ Businesses are held to a standard for their commitment to the environment.
- ✓ Businesses have an outstanding reputation on the environment.
- ✓ Businesses succeed in doing things related to the environment.
- ✓ Business is based on its commitment to the environment.
- ✓ This business is trustworthy.

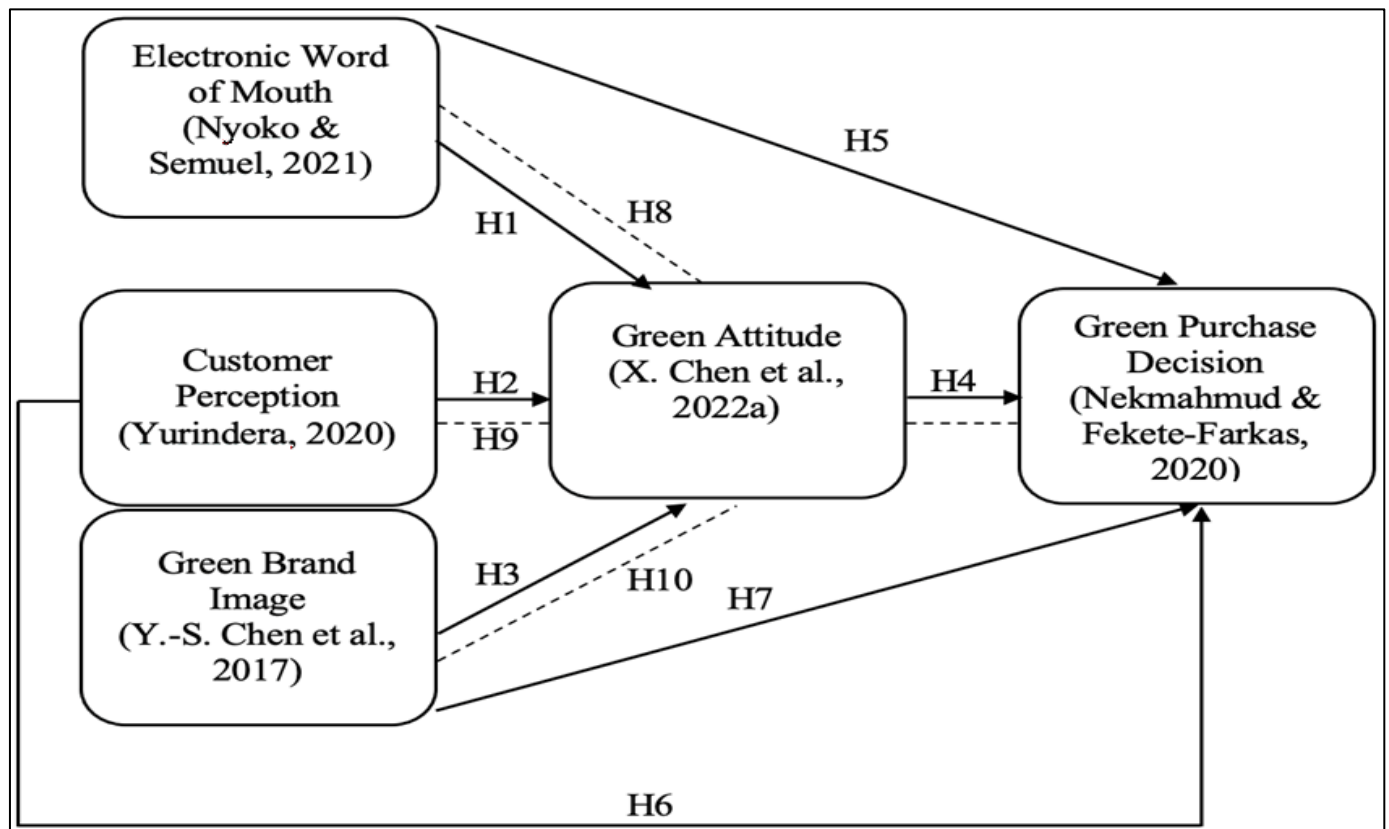


Fig 6 Research Framework

➤ Hypothesis

- H1: Electronic Word of Mouth has a positive and significant effect on Green Attitude.
- H2: Customer Perception has a positive and significant effect on Green Attitude.
- H3: Green Brand Image has a positive and significant effect on Green Attitude.
- H4: Green Attitude has a positive and significant effect on Green Purchase Decision.
- H5: Electronic Word of Mouth (e-WOM) has a positive and significant effect on Green Purchase Decision.
- H6: Customer Perception has a positive and significant effect on Green Purchase Decision.
- H7: Green Brand Image has a positive and significant effect on Green Purchase Decision.
- H8: Electronic Word of Mouth has a positive and significant effect on Green Purchase Decision mediated by Green Attitude.
- H9: Customer Perception has a positive and significant effect on Green Purchase Decision mediated by Green Attitude.
- H10: Green Brand Image has a positive and significant effect on Green Purchase Decision mediated by Green Attitude.

III. METHODOLOGY

This research uses a quantitative method with a sample population in Jabodetabek, Bandung, Surabaya, and Bali. This survey method uses Google Forms, which is distributed directly via Instagram and WhatsApp messages. Purposive sampling is a sampling technique that uses survey methods and uses questionnaires to collect data (Sugiyono, 2016). According to Hair et al. (1995), the number of indicators is multiplied by 5-10 to determine a representative sample. The sample size used in the Structural Equation Modeling (SEM) method must be at least 100 (Ferdinand, 2005). With this method, the sample size can range between 100 and 200 (Ghozali, 2014). As a result of the fact that the indicators in this study consisted of 25 items, the minimum sample size used was 5 times 25 = 125. The Partial Least Square-based Structural Equation Model method, used in conjunction with SmartPLS 4.0 software for Macbook and SPSS 27, was used to test the research hypotheses.

IV. RESULT AND DISCUSSION

➤ Characteristics of Respondents

The data processed from 145 respondents was carried out data cleaning first in excel. Based on the results, the final selection was 125 respondents. These characteristics include gender, residence, age, employment type, and income.

Table 3 Respondent Characteristics

	Characteristics	Total	Percentage
Gender	Male	57	44%
	Female	70	56%
	Total	100	100%
Age	15-25	59	47.2%
	26-35	57	45.6%
	36-45	7	5.6%
	>45	2	1.6%
	Total	100	100%
Domicile	Jakarta	32	25.6%
	Bogor	3	2.4%
	Depok	6	4.8%
	Tangerang	22	17.6%
	South Tangerang	29	23.2%
	Bekasi	6	4.8%
	Bandung	11	8.8%
	Surabaya	6	4.8%
	Bali	10	8.0%
	Total	100	100%
Profession	Student	15	12.0%
	Private Employee	69	55.2%
	Civil Servant	7	5.6%
	Professional (Consultant/Doctor etc.)	5	4.0%
	Entrepreneurship	10	8.0%
	Teacher/Lecturer	4	3.2%
	More	15	12.0%
	Total	100	100%
Income Per Month	< 2.000.000	12	9.6%
	2,000,000 to 5,000,000	27	21.6%
	5,000,000 to 9,000,000	58	46.4%
	10,000,000 to 15,000,000	18	14.4%
	15,000,000 to 20,000,000	4	3.2%
	> 20.000.000	6	4.8%
	Total	100	100%

Source: Research Data

➤ *Outer Model Evaluation*

Testing this Outer Model, each indicator has a relationship with its latent variable, and in this Outer Model, the tests carried out include; *Convergent Validity* > 0.7, *Composite Reliability* > 0.7, *Average Variance Extracted (AVE)* > 0.50 and *Cronbach Alpha* > 0.6.

Table 4 Convergent Validity Test Results

	Variable	Original sample (O)	Standard deviation (STDEV)	T statistics (IO /STDEV)	P values	Remark	Hasil	Mediation
H1	EWOM -> GA	0,385	0,092	4,191	0,000	Positive Significant	Accepted	
H2	CP -> GA	0,209	0,107	1,963	0,050	Positive Not Significant	Rejected	
H3	GBI -> GA	0,277	0,100	2,772	0,006	Positive Significant	Accepted	
H4	GA-> GPD	0,384	0,107	3,598	0,000	Positive Significant	Accepted	
H5	EWOM -> GPD	0,314	0,105	2,974	0,003	Positive Significant	Accepted	
H6	CP -> GPD	0,083	0,108	0,772	0,440	Positive Not Significant	Rejected	
H7	GBI -> GPD	0,148	0,056	2,640	0,008	Positive Significant	Accepted	
H8	EWOM -> GA -> GPD	0,148	0,056	2,640	0,008	Positive Significant	Accepted	Partial Mediation
H9	CP -> GA -> GDP	0,080	0,048	1,670	0,095	Positive Not Significant	Rejected	Non Mediation
H10	GBI -> GA -> GPD	0,106	0,049	2,174	0,030	Positive Significant	Accepted	Partial Mediation

Source: Research Data

All variables of this study have passed the test, and all questions that have been used to measure each construct have been used. The test results shown in the table above show that the Outer Loading value of each variable must exceed 0.70, the Average Variance Extracted (AVE) of each variable must exceed 0.50, Cronbach's Alpha must exceed 0.6 (reliable), and the Composite Reliability of each variable must exceed 0.70.

Table 5 Fornell Larcker Critetion Test Results

Variabel	Attitude	Customer Perception	Electronic Word of Mouth	Green Brand Image	Green Purchase Decision
Attitude	0,922				
Customer Perception	0,660	0,873			
EWOM	0,687	0,692	0,812		
Green Brand Image	0,635	0,669	0,568	0,893	
Green Purchase Decision	0,666	0,546	0,580	0,601	0,892

Source: Research Data

The Fornell Larcker Criterion test results show that the AVE square root value of each construct is greater than the correlation value between constructs in the model. In addition, a new criterion for discriminant validity testing was created by looking at the results of the Heterotrait-Monotrait matrix (HTMT) in PLS. Alternative methods can be used for the discriminant validity test. The recommended HTMT value is still considered sufficient to determine the validity of the difference between two reflective constructs; this value should be below 0.85 and not exceed 0.90 (Heseler et al, 2015).

Table 6 Heterotrait-Monotrait (HTMT) Test Results

Variable	Attitude	Customer Perception	Electronic Word of Mouth	Green Brand Image	Green Purchase Decision
Attitude					
Customer Perception	0,715				
EWOM	0,747	0,751			
Green Brand Image	0,685	0,716	0,607		
Green Purchase Decision	0,728	0,591	0,631	0,648	

Source: Research Data

Based on the results of the HTMT test produced in the table, it shows that all HTMT values are less than 0.9 (<0.9), so that each construct is valid in discriminant validity based on HTMT calculations.

Table 7 Construct Reliability Test Results

Indicator	VIF
Attitude -> Green Purchase Decision	2,370
Customer Perception -> Attitude	2,444
Customer Perception -> Green Purchase Decision	2,548
Ewom -> Attitude	1,993
Ewom -> Green Purchase Decision	2,344
Green Brand Image -> Attitude	1,881
Green Brand Image -> Green Purchase Decision	2,062

Source: Research Data

No multicollinearity problem is a requirement for Outer Model analysis (Henseler et al., 2015). Multicollinearity is when indicators have a strong correlation with each other. The correlation value should be greater than 0.9 (>0.9), which is usually indicated by a difference-inflating factor (VIF) value of more than 5 at the indicator level. A VIF value of more than 5 indicates that one of the strongly correlated indicators should be dropped. All indicators show no multicollinearity problem, as shown by the results in the table above Inner Model Evaluation.

- *Determinant Coefficient (R^2)*

Hair et al also explained that R^2 is a measure of model predictive accuracy (Friendlym, 2022). Used to determine how much influence exogenous variables have with endogenous variables. The following are the results of the R^2 test :

Table 8 R^2 Test Result

Variable	R^2	Remarks
Attitude (Y)	0,578	Medium
Green Purchase Decision (Z)	0,511	Medium

Source: Research Data

Based on the R value² in the table, the value of R^2 variable *Attitude* (Y) is 0.578. This value means that the variability of the *Attitude* construct can be explained by the variability of the *Green Purchase Decision* construct by 57.8%. This value indicates a "moderate" relationship category, while the remaining 42.2% is explained by other variables outside the study. Meanwhile, the value of R^2 variable *Green Purchase Decision* (Z) is 0.511. The value of R^2 which shows the simultaneous influence of *Electronic Word of Mouth*, *Customer*

Perception, *Green Brand Image* and *Attitude* on *Green Attitude* of 51.1% indicates a "Moderate" relationship category,

- *Prediction Relevance (Q^2)*

The PLS Predict (Q^2) test verifies the predictive power of the proposed SmartPLS 4.0 model. The recommended (Q^2) values are 0.002, 0.15, and 0.35, which indicate weak, moderate, and strong models, respectively. Q^2 values of more than 0 indicate the result of relevance predictor value (Hengky Latan, 2015). The table below shows the research values (Q^2):

Table 9 Q-Square Test Result

Variable	Q^2	Remarks
Attitude	0,533	<i>Predictive Relevance Strong</i>
Green Purchase Decision	0,418	<i>Predictive Relevance Strong</i>

Source: Research Data

From the test results Q^2 is > 0 which means it shows that the variables in this model have a strong Predictive Relevance where the highest value is $Q^2 = 0.533$ in predicting endogenous variables, meaning that the *Attitude* and *Green Purchase Decision* variables have a strong and relevant predictive value.

- *Coefficient of Determination (F^2)*

The *Effect Size* (F^2) value is an additional assessment to determine the magnitude or strength of the influence of exogenous variables on endogenous variables. The value of F^2 can be obtained simultaneously at the PLS-Algorithm stage. Based on F^2 , the strength of the influence of exogenous variables. ² According to Setiaman (2020), the recommended F^2 value is 0.02 for small effects, 0.15 for medium effects, and 0.35 for large effects. An effect value below 0.02 indicates that there is no effect.

Table 10 Fit Test Result

Variable	F^2	Remarks
Attitude	Green Purchase Decision : 0,127	Small
Customer Perception	Attitude : 0,042	Small
	Green Purchase Decision : 0,000	None
Electronic Word of Mouth	Attitude : 0,176	Large
	Green Purchase Decision : 0,024	Small
Green Brand Image	Attitude : 0,097	Medium
	Green Purchase Decision : 0,068	Small

Source: Research Data

Based on the category table above, the value of f^2 in the relationship between *Attitude* and *Green Purchase Decision* is 0.127 which means it has a small effect size, the value of f^2 in the relationship between *Customer Perception* and *Attitude* is 0.042 which means it has a small effect size, the relationship between *Customer Perception* and *Green Purchase Decision* the value of f^2 is 0.000 which means that it has no effect size, the relationship between *Electronic Word of Mouth* and *Attitude* the value of f^2 is 0.176 which means it has a large effect size, the relationship between *Electronic Word of Mouth* and *Green Purchase Decision* f^2 value of 0.024 which means it has a small effect size, while the relationship between *Green Brand Image* and *Attitude* f value² of 0.068 which means it has

a medium effect size, besides that in the relationship between *Green Brand Image* and *Green Purchase Decision* f value² of 0.068 which means it has a small effect size.

- *Hypothesis Test*

The hypothesis in this study can be known from the calculation of the model using SmartPLS 4.0 *Bootstrapping* technique. Bootstrap testing also aims to minimize the problem of abnormal research data (Rozandy, 2013). The significant level used is 5%, so the significant level or confidence level is 0.05 to reject a hypothesis (Ghozali & Latan, 2020). The following table shows the results of hypothesis testing:

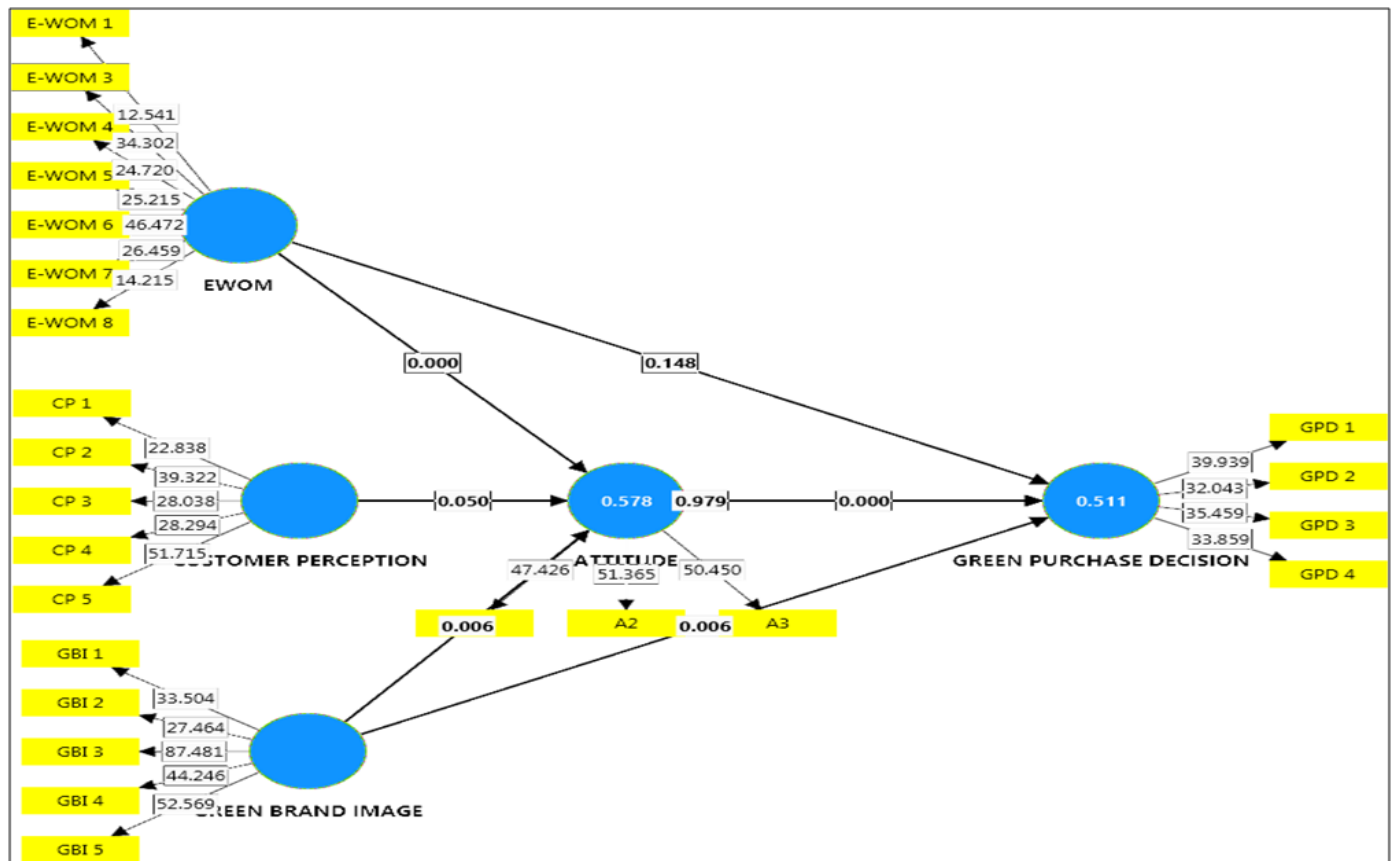


Fig 7 Path Analysis

Table 11 Path Analysis

Variable	Indicator	Outer Loading	AVE	α	CR	Remarks
Electronic Word of Mouth	X1.EWOM1	0,723	0,659	0,913	0,918	passed test
	X1.EWOM3	0,846				passed test
	X1.EWOM4	0,816				passed test
	X1.EWOM5	0,811				passed test
	X1.EWOM6	0,857				passed test
	X1.EWOM7	0,828				passed test
	X1.EWOM8	0,730				passed test
Customer Perception	X2.CP1	0,840	0,763	0,922	0,927	passed test
	X2.CP2	0,894				passed test
	X2.CP3	0,848				passed test
	X2.CP4	0,872				passed test
	X2.CP5	0,911				passed test
Green Brand Image	X3.GBI1	0,852	0,797	0,936	0,939	passed test
	X3.GBI2	0,862				passed test
	X3.GBI3	0,938				passed test
	X3.GBI4	0,910				passed test
	X3.GBI5	0,900				passed test
Attitude	Y.A1	0,906	0,850	0,911	0,912	passed test
	Y.A2	0,921				passed test
	Y.A3	0,938				passed test
Green Purchase Decision	Z.GPD1	0,901	0,796	0,914	0,915	passed test
	Z.GPD2	0,887				passed test
	Z.GPD3	0,884				passed test
	Z.GPD4	0,896				passed test

Source: Research Data

H1: The results of the research hypothesis test show that the initial sample value of 0.385, standard deviation of 0.092, T-statistic of 4.191, and P-value of 0.000 are positive values. These results indicate that *Electronic Word of Mouth* has an effect on *Attitude*. So it can be concluded that *Electronic Word of Mouth* has a positive and significant effect on *Attitude*. Thus the first hypothesis which states that *Electronic Word of Mouth* has a positive and significant effect on *Attitude* can be stated as accepted. The results of this hypothesis are in line with (Nyoko & Samuel, 2021), (Purwanto & Praditya, 2024b), and (Pang et al., 2024) say that *Electronic Word of Mouth* has a positive and significant effect on *Green Attitude*.

This shows that respondents in this study consider that the level of information and product variations from the Local *Green Coffee Shop* received will determine *Green Attitude*. The higher the value of *Electronic Word of Mouth* (E-WOM) to consumers, the better consumer *Attitude* towards *Green Coffee Shop* Lokal. Therefore, management is more focused on implementing creative content and SEO on social media. This is one of the reasons why someone who has the value of *Electronic Word of Mouth* (E-WOM) has the *Attitude* to make purchases or transactions at *Green Coffee Shop* Lokal.

H2: The results of the research hypothesis test show that the *Original Sample* value is 0.209; *Standard Deviation* is 0.107; *P Value* is 0.050, and the *T-Statistic* value is 1.963. So it can be concluded that the effect of *Customer Perception* gets positive and insignificant results on *Green Attitude*. Thus the second hypothesis which states that *Customer Perception* has a positive and insignificant effect on *Green Attitude* is rejected. The results of this hypothesis are in line with (Mohammed et al., 2021a) and (TALIH AKKAYA et al., 2017) saying that *Customer Perception* has a positive but insignificant effect on *Green Attitude*.

There are analytical results obtained by this study why the results are not significant, because when viewed from the results of the descriptive test of *Customer Perception*, the highest influence is "Understanding of product usability". This means that it can be seen that the respondent's opinion has a perception of understanding the use of a positive product for the Local *Green Coffee Shop*, but this understanding is not significant, it only has a slight effect on reviews on *social media*. Is the use of products based on the *Green Attitude* of consumers who care about plastic pollution which increases every year, *food waste* or is influenced by other factors. So, this needs to be evaluated from management to carry out *sustainability campaigns* such as the need to provide education in the use of products from the Local *Green Coffee Shop*, not just consuming but also providing benefits to the environment. So that what is expected is that *Customer Perception* is able to influence consumer *Green Attitude* in *Green Purchase Decision* and preserve the environment.

H3: The results of the research hypothesis test show that the *original sample* value of 0.277; *Standard Deviation* of 0.100; *T-Statistic* of 2.772 and *P Value* of 0.006 show positive results. these results indicate that *Green Brand Image* has a positive and significant effect on *Green Attitude*. Thus the

third hypothesis which states that *Green Brand Image* has a positive and significant effect on *Green Attitude* can be stated as accepted. The results of this hypothesis are in line with (Y.-S. Chen et al., 2017) (Puspitasari, 2020a) (Augtiah & Susila, 2022), Butt et al., (2017); Lavuri et al., (2022) say that *Green Brand Image* has an effect and can be accepted on *Green Attitude*.

The higher the value of *Green Brand Image* displayed to consumers, the better the *Green Attitude* of consumers towards *Green Coffee Shop* Local. This shows that consumers who have a *Green Brand Image* value will see the brand or image of a Local *Green Coffee Shop* that has a *Green Marketing* or *Corporate Social Responsibility* program. Therefore, management needs consistency in implementing *sustainability* programs and *Green Brand Image* in these products to display a good image and ultimately provide a positive *Green Attitude* for consumers.

H4: The results of the research hypothesis test show that the *original sample* value is 0.383; *standard deviation* of 0.107; *P value* of 0.000; *T-Statistic* value of 3.598 shows a positive value. these results indicate that *Green Attitude* has a positive and significant effect on *Green Purchase Decision*. Thus the fourth hypothesis which states that *Attitude* has a positive and significant effect on *Green Purchase Decision* is accepted. This hypothesis is in line with research (Hidayah & Sugandini, 2022), (Noor et al., 2017), (Mubarok, 2018) and (Augtiah & Susila, 2022) saying that *Green Attitude* has an effect and can be accepted on *Green Purchase Decision*.

The higher the value of *Green Attitude* shown to consumers, the more interest in purchasing a local *Green Coffee Shop* increases. This shows that in this study consumers have a high *Green Attitude* value. Thus, a person who has a *Green Attitude* value in choosing environmentally friendly products that are not harmful to the body and the environment, has a *pro environmental concern* in product purchasing decisions. This is determined by consumer *Green Attitude* and makes one of the reasons why Local *Green Coffee Shops* that have positive *Green Attitude* values are favored by consumers.

H5: The results of the research hypothesis test show that the *original sample* value is 0.314; *standard deviation* of 0.105; *P value* of 0.003; and *T-Statistic* 2.974 shows a positive value. these results indicate that *Electronic Word of Mouth* has a positive and significant effect on *Green Purchase Decision*. Thus the fifth hypothesis which states that *Electronic Word of Mouth* has a positive and significant effect on *Green Purchase Decision* can be stated as accepted. This hypothesis is in line with (Nurrahmanita & Imaningsih, n.d.), Ananda et al., (2023); Hussain et al., (2018); Romadhoni et al., (2023) and (Nyoko & Samuel, 2021) say that *Electronic Word of Mouth* (e-WOM) has an effect and can be accepted on *Green Purchase Decision*.

The higher the value of *Electronic Word of Mouth* (e-WOM) from consumers, the more it increases the *Green Purchase Decision* on Local *Green Coffee Shop*. This shows that in this study consumers have a high *Electronic Word of*

Mouth (e-WOM) value. It can be said that a person who understands the characteristics of *Electronic Word of Mouth (e-WOM)* in the information content of product or service variations will make purchasing decisions. Therefore, management is consistent in making variations in the drinks and food menu so that consumers are not bored and varied. When consumers see recommendations on social media, consumers will choose a menu that many like because they want to try it. Then *Electronic Word of Mouth (e-WOM)* helps raise awareness about environmentally friendly products and educate consumers about their benefits.

H6: The results of the research hypothesis test show that the *original sample* value is 0.083; *standard deviation* of 0.108; *P Value* 0.044; and the *T-Statistic* value of 0.722 shows a negative value, these results indicate that *Customer Perception* has a negative and insignificant effect on *Green Purchase Decision*. Thus the sixth hypothesis which states that *Customer Perception* has a positive and insignificant effect on *Green Purchase Decision* is rejected. This hypothesis is in line with research (Samsuranto, 2021) and (Simanihuruk, 2016) which states that *Customer Perception* has a positive but insignificant effect on *Green Purchase Decision*.

Based on the variable test results with the highest Outer Loading value of 0.911 from *Customer Perception*, namely "Understanding of product usability". It can be said that consumer responses about the *Local Green Coffee Shop* get a positive *Customer Perception*, but it turns out that it is not significant whether the positive *Customer Perception* is able to make consumers have a good *Green Attitude in the Green Purchase Decision*, but because it is less informative in the reviews obtained, it makes consumers tend not to buy or cannot determine buying interest. So this needs to be evaluated to approach consumers. Therefore, management further educates and improves to increase awareness of *Customer Perception* about the benefits of consumption from *Local Green Coffee Shops* such as promoting environmentally friendly products and empowering local farmers to create a positive image, encouraging consumers to support local businesses and consumers to get high-quality and sustainable products that prioritize environmental responsibility.

H7: The results of the research hypothesis test show that the *original sample* value of 0.148; *standard deviation* of 0.056; *P Value* value of 0.008 and *T-Statistic* value of 2.640 show a positive value, these results indicate that *Green Brand Image* has a positive and significant effect on *Green Purchase Decision*. Thus the seventh hypothesis which states that *Green Brand Image* has a positive and significant effect on *Green Purchase Decision* is accepted. This hypothesis is in line with research (Fatharani, 2023), (M. T. N. Putra & Nurmahdi, 2020) (Bukhari et al., 2017) say that *Green Brand Image* has an effect and can be accepted on *Green Purchase Decision*.

The higher the *Green Brand Image* value of consumers, the more it increases the *Green Purchase Decision* towards the *Local Green Coffee Shop*. This shows that in this study consumers have a high *Green Brand Image* value. It can be said that consumers choose a *Local Green Coffee Shop* that

has a *Local Green Coffee Shop* atmosphere that implements *Eco Living*, a variety of menus that will provide a different experience and differentiate it from other *Local Green Coffee Shops*. Therefore, management needs to make a commitment to *sustainability*, efficiency at each outlet for electricity needs, water usage, then create *engagement* with stakeholders such as *community*, *suppliers*, *customers*, and collaboration and evaluate each *green marketing* program. Then, consumers will trust the reputation of *Green Coffee Shop Lokal* in serving high-quality products and always delicious to consume, which is reflected in positive online reviews and referrals from *Word of Mouth*.

H8: Based on the mediation hypothesis test in this study, it is known that *Attitude* can mediate the relationship between *Electronic Word of Word* and *Green Purchase Decision*. This is based on the *indirect effect* test with a *P value* of 0.008. Thus the eighth hypothesis which states that *Attitude* positively and significantly mediates the relationship between *Electronic Word of Word* and *Green Purchase Decision*, is proven and can be declared accepted by *Partial Mediation*. In the case of partial mediation, the independent variable has the ability to influence both the dependent variable directly or indirectly by involving the mediator variable. This hypothesis is in line with research conducted. (Leonard Tan, 2020), (I. K. B. M. Putra et al., 2024), (Yurindera, 2020). (Baber et al., 2016), (Pang et al., 2024), Putra et al., (2024) say that the effect of *Attitude* is able to mediate between *Electronic Word Of Mouth* on *Green Purchase Decision*.

The higher the positive *Green Attitude* on *Electronic Word of Mouth* from consumers, the higher the *Green Purchase Decision* towards *Local Green Coffee Shop*. From the test results of the *Electronic Word Of Mouth* and *Attitude* variables, it can be concluded that when *Electronic Word Of Mouth* promotion can shape consumers' positive *Green Attitude*. When consumers share their experiences, recommendations, or opinions about products or services online, it often affects the *Attitude* of others. Positive *Electronic Word Of Mouth* can create a sense of trust and credibility for a product or brand, thereby increasing interest and purchase intent among consumers. Furthermore, the interactive nature of *online platforms* allows for direct *feedback* and *engagement*, thus further strengthening positive *Green Attitude* towards products or services at *Local Green Coffee Shops*.

Therefore, management maintains consistency in the promotion of *Electronic Word Of Word (eWOM)* is very important to maintain a positive reputation and foster consumer trust, provide services to consumers wholeheartedly such as responding to questions and suggestions on social media platforms to show concern for consumers, and engage regularly with content from *customers* such as posting customer photos, testimonials, or reviews and reposts from consumers, not only showing positive experiences but also encouraging others to contribute content so as to foster a consistent flow of positive eWOM because this can affect consumers' *Green Attitude* towards *Green Purchase Decision*.

H9: Based on the mediation hypothesis test in this study, it is known that *Attitude* does not mediate the relationship between *Customer Perception* and *Green Purchase Decision*. This is based on the *indirect effect* test which obtained a *P value* of 0.095. Thus the ninth hypothesis which states *Attitude* does not significantly mediate the relationship between *Customer Perception* and *Green Purchase Decision*. The independent variable is able to directly influence the dependent variable without involving the mediator variable. The results of this study are in line with research (TALIH AKKAYA et al., 2017), (Samsuranto, 2021), Putra et al., (2024) say that the effect of *Green Attitude* is unable to mediate between *Customer Perception* and *Green Purchase Decision*.

It can be said that someone who has *Customer Perception* has a positive *Green Attitude* in wanting to buy *Green Local Coffee Shop* products, but this desire is not significant or is still being considered whether the consumer wants to buy *Green Products* to minimize the impact of waste on the *Coffee Shop* industry or does not yet have an understanding of the specialty of the product. This is shown in the descriptive test on *Customer Perception*, namely "I have an understanding of the specialty of *Green Coffee Shop* Local products". It can be concluded that someone who has a positive *Attitude* towards *Green Purchase Decision* at the *Local Green Coffee Shop*, but the *Green Attitude* is temporary.

Therefore, management needs to make evaluations and improvements in influencing *Customer Perception* such as holding educational campaigns about *Sustainability* to consumers, educating customers about the importance and impact of green purchases through content marketing and *brand activation*. Then, develop a strong green *brand* identity. Using consistent and honest messages that are aligned with *Sustainability* goals.

H10: Based on the mediation hypothesis test in this study, it is known that *Attitude* mediates the relationship between *Green Brand Image* and *Green Purchase Decision*. This is based on the *indirect effect* test which obtained a *P Value* of 0.030. Thus the tenth hypothesis which states that *Green Attitude* positively and significantly mediates the relationship between *Green Brand Image* and *Green Purchase Decision* is proven and can be declared accepted by *Partial Mediation*. This hypothesis is in line with the research of Fatmawati & Al Amudi, (2023) Lavuri et al., (2022) Augtiah & Susila (2022) said that the effect of *Green Attitude* is able to mediate between *Green Brand Image* and *Green Purchase Decision*. It can be said that the higher the positive *Attitude* towards *Green Brand Image* to the *Local Green Coffee Shop*, the more it will increase the consumer's *Green Purchase Decision*.

Therefore, management conducts socialization and collaborates with environmentally friendly *influencers* and Key Opinion Leaders, such as Fiersa Besari, Nadine Chandrawinata regarding green marketing including green products because they are safe to use and consume then the information is disseminated through press releases and social

media. In addition, working with the media to make articles about the achievements of the *sustainability* program, have received environmentally friendly certification and the commitment of the *Local Green Coffee Shop* to *sustainability* and the environmental benefits of the product. This aims to make consumers more *aware of the environment* and can create a positive attitude towards the environment.

V. CONCLUSIONS AND SUGGESTIONS

➤ Conclusion

In conclusion of the results of the research conducted on the choice of purchasing *Green Coffee Shop* Local products, it can be said that:

- *Electronic Word of Mouth (e-WOM)* has a Positive and Significant Effect on *Green Attitude*.

Electronic Word of Mouth on *Green Coffee Shop* Lokal's social media has an impact on *Green Attitude*, so it can be said that the increasing value of *Electronic Word of Mouth* at *Green Coffee Shop* Lokal will increase good *Green Attitude* towards purchasing *Green Coffee Shop* Lokal products.

- *Customer Perception* has a Positive and Insignificant Effect on *Green Attitude*.

Customer Perception has an impact but not significant on *Green Attitude*, so it can be said that high or low *Customer Perception* does not necessarily affect the high or low *Green Attitude* and consider *Customer Perception* to *Green Attitude*.

- *Green Brand Image* has a Positive and Significant Effect on *Green Attitude*.

Green Brand Image owned by *Green Coffee Shop* Lokal has an impact on *Attitude*, so it can be said that the increasing *Green Brand Image* will increase a good *Green Attitude* towards purchasing *Green Coffee Shop* Local products.

- *Green Attitude Consumers* have a Positive and Significant Effect on *Green Purchase Decision*.

Attitude possessed by consumers when going to make product purchase transactions has an impact on the *Green Purchase Decision*. So it can be concluded that the better the *Green Attitude* of consumers towards *Green Coffee Shop* that is environmentally friendly and *sustainability*, it will increase the *Green Purchase Decision* towards purchasing *Local Green Coffee Shop* products.

- *Electronic Word of Mouth (e-WOM)* has a Positive and Significant Effect on *Green Purchase Decision*.

Consumers read *Electronic Word of Mouth* on social media *Green Coffee Shop* Lokal has an impact on *Green Purchase Decision*, so it can be said that the better the value of *Electronic Word of Mouth* at *Green Coffee Shop* Lokal will increase a good *Green Purchase Decision* towards purchasing *Green Coffee Shop* Lokal products.

- *Customer Perception has a Positive and Insignificant Effect on Green Purchase Decision.*

Customer Perception has an impact but is not significant on a good *Green Purchase Decision on Local Green Coffee Shop*. So that high or low *Customer Perception* will slightly affect the *Green Purchase Decision* and still consider buying a product.

- *Green Brand Image has a Positive and Significant Effect on Green Purchase Decision.*

Green Brand Image owned by *Green Coffee Shop Lokal* has an impact on *Green Purchase Decision*. So, it can be said that the increasing *Green Brand Image* will increase a good *Green Purchase Decision* towards purchasing *Green Coffee Shop Lokal* products.

- *The Mediating Effect of Green Attitude has a Positive and Significant Effect on Electronic Word Of Mouth on Green Purchase Decision.*

The mediating effect of *Green Attitude* will have an impact on *Electronic Word Of Mouth* on *Green Purchase Decision*, so it can be concluded that the higher the *Electronic Word Of Mouth*, the more positive *Green Attitude* will increase, so that it can increase the *Green Purchase Decision* on *Local Green Coffee Shop* products.

- *The Mediating Effect of Green Attitude has a Positive and Insignificant Effect on Customer Perception on Green Purchase Decision.*

The mediating effect of *Green Attitude* does not significantly affect *Customer Perception* on *Green Purchase Decision*, so it can be concluded that the high and low positive *Green Attitude* on a person's *Customer Perception*, slightly affects the *Green Purchase Decision* and consumers are still considering whether or not to buy *Green Coffee Shop Lokal* products.

- *The mediating effect of Attitude has a Positive and Significant Effect on Green Brand Image on Green Purchase Decision.*

The mediating effect of *Green Attitude* will have an impact on *Green Brand Image* on *Green Purchase Decision*, so it can be concluded that the higher the *Green Brand Image*, the more positive *Green Attitude* will increase, so as to increase the *Green Purchase Decision* on *Green Coffee Shop Lokal* products.

➤ Suggestion

- *Theoretical Advices:*

Researchers recommend further researchers, who are interested in discussing *Green Attitude* and *Green Purchase Decision* with the theme "Green Behavior". When viewed from the research results, the value of R^2 (*R-Square*) obtained is 57% for the mediation variable. This value still has several percentages that affect the *Green Attitude* and *Green Purchase Decision* variables. This can be interpreted that for future researchers, it is necessary to retest this research model, involving other variables not examined in

this study, such as *Green Product*, *Product Quality*, *Customer Trust*, and *Customer Satisfaction*.

In addition, researchers also suggest that future research can conduct more extensive research, not only in the Jabodetabek, Bandung, Surabaya and Bali areas, but city representatives from each province in Indonesia. This aims to find out the characteristics of consumers needed for each city in purchasing *Local Green Coffee Shop* products.

- *Managerial Advices:*

From the results of the study, the researchers suggest that several parties who will make transactions at the *Local Green Coffee Shop* pay attention to several things related to the *Green Purchase Decision*, namely as follows:

✓ *Electronic Word of Mouth*

In the *Electronic Word Of Mouth* variable, the indicator that has the lowest mean value is "Frequency of accessing information from social networking sites." which means that consumers disagree if consumers get the frequency of accessing information from the social media of the *Local Green Coffee Shop*. Consumers do not realize that seeking information from social networking pages is a step to help local businesses. Therefore, the need for education and interesting content regarding social media information and from the *Green Coffee Shop Lokal* side can create a timeline for posting on social media at breakfast time, lunchtime, time off work, before bed on *weekdays* and *weekends*, then create viral content and collaborate with *billboards*, media partners and *influencers*, and posts from consumers can be *reposted*. This can help to increase the *Green Purchase Decision* on *Local Green Coffee Shop* products and ultimately have a positive impact.

✓ *Customer Perception*

In the *Customer Perception* variable, the indicator that has the lowest mean value is "Understanding the benefits of the product", which means that consumers do not agree if consumers' understanding of buying products from *Green Coffee Shop Lokal* can be beneficial to themselves and the environment. Therefore, it is necessary to educate consumers by making *mall to mall brand activation*, *podcasts*, video testimonials and *short* videos about *Green Coffee Shop Lokal* products, for example, by buying from *Green Coffee Shop Lokal* consumers contribute directly to the local economy, then from the *Green Coffee Shop Lokal* side prioritizes the freshness of ingredients, product quality, environmentally friendly *packaging*, environmentally friendly outlet atmosphere because it has an interest in maintaining good perception and reputation.

✓ *Green Brand Image*

In the *Green Brand Image* variable, the indicator that has the lowest mean value is "The brand is considered a benchmark for environmental commitment", which means that consumers do not agree if a *brand* is considered a branch mark of environmental commitment to buy products from the *Local Green Coffee Shop*. Therefore, it is necessary to have special information to become the *Top of Mind* of a *Local Green Coffee Shop* by using sustainably sourced materials,

such as using *barcodes* on *all packaging* to find out information about starting from coffee beans to products, selecting *green beans coffee*, empowering local farmers regarding *sustainability and development*, then containers for drinking or food using materials made from cassava and creating positive perceptions, namely being recognized as a local *coffee shop* in sustainability which will increase the reputation and credibility of a *brand* and a *brand* that focuses on sustainability can attract *engagement* that has an interest in environmental issues.

✓ Green Attitude

In the *Attitude* variable, the indicator that has the lowest value is "Consumers think that the attitude of consuming environmentally friendly products will increase healthy living." which means that consumers think that the *Green Attitude* of consuming environmentally friendly products will increase healthy living. Consumers still doubt and think that consuming *green products* will make their lives healthier and more secure in the long run. Therefore, this needs to be considered and there is education about the benefits of consuming *green products* for health such as city-to-city *road show events* with *Key Opinion Leaders*, namely Sustainable Coffee Indonesia, Nutritionists, Health Experts and making explanations regarding; environmentally friendly products are often free of harmful chemicals and pesticides, so their consumption is safer, furthermore, positive lifestyle choices: adopting environmentally friendly products can encourage a healthier and environmentally conscious lifestyle.

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