

The Mediating Role of Green Trust in the Effect of Green Perceived Value and Green Brand Image on Green Purchase Intention for Eco-Fashion in the Special Region of Yogyakarta

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Abstract

This study investigates the mediating role of green trust in the relationship between green perceived value and green brand image on green purchase intention within the eco-fashion industry in the Special Region of Yogyakarta, Indonesia. Amid increasing environmental awareness and policy initiatives encouraging sustainable consumption, eco-fashion adoption remains low due to limited consumer trust and perceived environmental benefit. Using a quantitative, cross-sectional design, data were collected from 180 environmentally conscious individuals through a structured online questionnaire. The constructs – green perceived value, green brand image, green trust, and green purchase intention – were measured using validated instruments and analyzed via Partial Least Squares Structural Equation Modeling (PLS-SEM). The results reveal that both green perceived value and green brand image have a significant positive impact on green purchase intention and green trust. Furthermore, green trust mediates the effect of both independent variables on purchase intention, highlighting its central role in shaping consumer decisions in sustainable fashion contexts. These findings underscore the importance for eco-fashion brands to strengthen environmental value and credibility through transparent and ethical practices.

Keywords : Eco-fashion, green perceived value, green brand image, green trust, green purchase intention.

1. Introduction

The Indonesian fashion industry is facing increasing pressure to adopt sustainable practices amidst growing environmental concerns. Despite initiatives like the sustainable consumption movement supported by the Indonesian Chamber of Commerce and Industry (KADIN) in line with Presidential Regulation No. 98 of 2021 on Carbon Economic Value (NEK), the textile waste problem remains significant. The Ministry of Environment and Forestry reported 2.3 million tons of textile waste generated in 2021, indicating a contradiction between policy efforts and industrial practice. In Yogyakarta, a key creative hub, public interest in eco-fashion remains low, with consumers still prioritizing conventional fashion products over sustainable alternatives due to a lack of trust, brand awareness, and perceived environmental benefit.

Growing environmental awareness among Indonesian consumers has been highlighted by recent surveys, including one by the Indonesian Political Indicator Survey Institute and Yayasan Indonesia CeraH, where environmental issues ranked second among public concerns. In response, the government emphasized sustainable industrial practices in Law No. 3 of 2014, which defines "green industry" as one that promotes efficient resource usage aligned with environmental sustainability. The fashion industry, as one of the most consumed sectors in Indonesia—with 76% of consumer purchases being clothing (Cokro & Kurniawati, 2023)—has the potential to lead in this transformation through eco-fashion, which integrates design innovation with environmental and social responsibility.

Despite this potential, consumer awareness of sustainable clothing remains limited. Data from taufikulbasari.com revealed that only 31% of consumers considered environmental criteria when purchasing clothes, ranking it eighth among decision factors. Many view sustainability as abstract or irrelevant to fashion purchases, while impulsive buying behavior still dominates. This gap underscores the need for greater consumer education and industry efforts in promoting the tangible environmental benefits of eco-fashion products through credible branding and value communication.

Several studies have explored the predictors of green purchase intention, notably green perceived value, green brand image, and green trust. Green perceived value refers to consumers' evaluation of the net environmental benefit derived from a product (Rakhmawati, Puspaningrum, & Hadiwidjojo, 2019), while green brand image influences consumer perceptions of a company's environmental commitment (Chrysnaputra & Windayati, 2020). Green trust—defined as the belief in a product's reliability and environmental efficacy (Chryсна, Sumarsono, & Widyaningrum, 2022)—can mediate the relationship between value/image and purchase intention (Afianto & Waskito, 2025; Tsai, Kao, & Liu, 2025). However, eco-fashion adoption remains limited at less than 10% of the fashion market (Mandarić, Hunjet, & Vuković, 2022), signaling a need to better understand these variables' interactions.

This study adopts the Theory of Planned Behavior (Ajzen, 1991), positing that attitudes, subjective norms, and perceived control shape behavioral intentions. In this context, green perceived value and brand image contribute to positive attitudes, while green trust reinforces credibility, collectively influencing green purchase intention. Prior studies have not comprehensively examined these variables in the eco-fashion sector, particularly in the Yogyakarta region, which is home to promising eco-fashion initiatives such as Batik Sehat Village and Brontokusuman's community enterprises. Therefore, this research aims to explore the mediating role of green trust in the effect of green perceived value and green brand image on green purchase intention in Yogyakarta's eco-fashion market.

2. Research Method

This study employs a quantitative approach with a descriptive research design to examine the influence of green perceived value and green brand image on green purchase intention, mediated by green trust, in the eco-fashion industry in Yogyakarta. A cross-sectional survey was conducted, collecting data at a single point in time (Sekaran & Bougie, 2016). The target population comprised individuals residing in the Special Region of Yogyakarta who have never purchased eco-fashion products but are environmentally conscious and familiar with eco-fashion concepts. Due to the unidentified population size, the sampling technique used was non-probability sampling, specifically purposive sampling, based on specific eligibility criteria: minimum age of 17, interest in sustainable products, and awareness of eco-fashion. A minimum sample size of 180 respondents was determined, aligning with the 10:1 ratio for the 18 indicators used.

Primary data were gathered using a structured online questionnaire distributed via Google Forms, designed to measure four key constructs: green perceived value, green brand image, green trust, and green purchase intention. All items were measured using a five-point Likert scale (1 = strongly disagree to 5 = strongly agree) (Sekaran & Bougie, 2016). The operationalization of variables followed validated instruments from previous studies (Chen & Chang, 2012; Meilisa, 2020; Quinola & Sulhaini, 2024), with indicators adapted to the eco-fashion context. Green perceived value and green brand image were treated as independent variables, green trust as the mediating variable, and green purchase intention as the dependent variable.

The data were analyzed using Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) method via SmartPLS 3.0. The outer model was evaluated using convergent and discriminant validity tests, along with composite reliability and Cronbach’s alpha to assess reliability (F. J. J. Hair, Black, Babin, & Anderson, 2019). The inner model was assessed using R² to evaluate explanatory power and Q² for predictive relevance (F. J. J. Hair et al., 2019). Hypothesis testing included direct and mediating effects, with significance determined using t-statistics (>1.96) and p-values (<0.05). The reflective model structure was applied, assuming that latent variables cause variation in observed indicators. Seven hypotheses were tested to examine both direct relationships and the mediating role of green trust.

3. Results and Discussion
3.1 Respondents’ Demographic Characteristics

Table 1. Respondents’ Demographic Characteristics

Category	Subcategory	Frequency	Percentage
Gender	Male	52	28.9%
	Female	128	71.1%

Age	Total	180	100%
	Adolescents (17–21 years)	19	10.6%
	Young Adults (22–30 years)	143	79.4%
	>30 years	18	10.0%
Educational Attainment	Total	180	100%
	Senior High School/Vocational School	70	38.9%
	Diploma	27	15.0%
	Bachelor's Degree (S1)	80	44.4%
	Master's Degree (S2)	3	1.7%
	Total	180	100%
Monthly Non-Routine Shopping Expenses	< Rp 1,000,000	98	81.7%
	Rp 1,000,000 – Rp 1,999,999	76	17.2%
	Rp 2,000,000 – Rp 2,999,999	6	1.1%
	Total	180	100%

Table 1 presents a comprehensive overview of the demographic characteristics of the respondents involved in the study. The majority of respondents were female (71.1%), while male participants constituted 28.9%, indicating a significant gender imbalance that may reflect the target market's composition for eco-fashion products. In terms of age distribution, most respondents were classified as young adults aged 22–30 years (79.4%), followed by adolescents aged 17–21 years (10.6%), and individuals over 30 years old (10.0%). This age pattern suggests that interest in eco-fashion is predominantly concentrated among younger demographics, particularly those in the productive and trend-conscious age group. Educational background data reveal that a substantial portion of respondents held a bachelor's degree (44.4%), while 38.9% had completed senior high school or its equivalent, 15% held a diploma, and only 1.7% had a master's degree. These figures highlight that most participants have at least a secondary education level, suggesting a reasonably informed sample regarding sustainability issues. Regarding monthly non-routine shopping expenses, a majority (81.7%) reported spending less than Rp 1,000,000, with 17.2% spending between Rp 1,000,000 and Rp 1,999,999, and only a small fraction (1.1%) spending more than Rp 2,000,000. This distribution implies that while there is awareness and interest in eco-fashion, most consumers in this segment still operate within relatively modest spending limits, which may influence their purchasing decisions and sensitivity to price in the eco-fashion market.

3.2 Outer Model Results

3.2.1 Outer Loading and Convergent Validity

Table 2. Outer Loading and Convergent Validity

Variable	Indicator	Outer Loading	AVE	Remarks
Green Brand Image	GBI1	0.956	0.719	Valid
	GBI2	0.833		Valid
	GBI3	0.799		Valid

	GBI4	0.847		Valid
	GBI5	0.795		Valid
Green Purchase Intention	GPI1	0.865	0.716	Valid
	GPI2	0.843		Valid
	GPI3	0.830		Valid
Green Perceived Value	GPV1	0.958	0.749	Valid
	GPV2	0.845		Valid
	GPV3	0.835		Valid
	GPV4	0.822		Valid
	GPV5	0.859		Valid
Green Trust	GT1	0.966	0.786	Valid
	GT2	0.866		Valid
	GT3	0.823		Valid
	GT4	0.883		Valid
	GT5	0.888		Valid

Based on the results of the convergent validity test presented in Table 2, all indicators from the four research variables show outer loading values greater than 0.7 and AVE values above 0.5 (J. F. Hair, Howard, & Nitzl, 2020). This indicates that each indicator is valid and capable of properly representing its respective construct. The Green Brand Image variable has an AVE of 0.719, with outer loading values ranging from 0.795 (GBI5) to 0.956 (GBI1). For the Green Purchase Intention variable, the AVE is 0.716, with outer loading values for GPI1, GPI2, and GPI3 being 0.865, 0.843, and 0.830, respectively – all considered valid. The Green Perceived Value variable yields an AVE of 0.749 and outer loading values between 0.822 and 0.958, with GPV1 contributing the highest. Meanwhile, the Green Trust variable shows an AVE of 0.786, with outer loading values ranging from 0.823 to 0.966, where GT1 contributes the most. These results confirm that all indicators in this study are valid and appropriate for further analysis.

3.2.2 Discriminant Validity Test Results

Table 3. Fornell-Larcker Criterion

Variable	Green Brand Image	Green Perceived Value	Green Purchase Intention	Green Trust
Green Brand Image	0.848			
Green Perceived Value	0.525	0.865		
Green Purchase Intention	0.710	0.711	0.846	
Green Trust	0.628	0.513	0.696	0.887

Table 3 presents the results of the discriminant validity test using the Fornell-Larcker criterion, which assesses whether each construct is empirically distinct from the others in the model. According to the Fornell-Larcker criterion, a construct has good discriminant validity if the square root of the Average Variance Extracted

(AVE), shown on the diagonal, is higher than its correlations with other constructs (off-diagonal values). The results indicate that all diagonal values—Green Brand Image (0.848), Green Perceived Value (0.865), Green Purchase Intention (0.846), and Green Trust (0.887)—are greater than their corresponding correlations with other variables, demonstrating that each construct shares more variance with its own indicators than with other constructs. This confirms that the model satisfies the requirements of discriminant validity and that the constructs used in the study are statistically distinct from one another.

3.2.3 Composite Reliability

Table 4. Reliability Test Results

Variable	Cronbach's Alpha	Composite Reliability	Description
Green Brand Image	0.901	0.927	Reliable
Green Perceived Value	0.915	0.937	Reliable
Green Purchase Intention	0.802	0.883	Reliable
Green Trust	0.931	0.948	Reliable

Based on Table 4, it can be seen that all constructs have Cronbach's Alpha and Composite Reliability values exceeding 0.7 (J. F. Hair et al., 2020). These results indicate that each variable meets the reliability standards, confirming that all constructs are suitable for further analysis in evaluating the inner model.

3.3 Inner Model Results

Table 5. R-Square and Q-Square Values

Variable	R Square	Adjusted R Square	Q-Square (Q ²) Predict
Green Purchase Intention	0.710	0.706	0.488
Green Trust	0.441	0.435	0.341

Based on the results presented in Table 5, the R-Square value for the variable Green Purchase Intention is 0.710, while the Adjusted R-Square is 0.706. This indicates that 71% of the variance in Green Purchase Intention can be explained by the independent and mediating variables in the model, namely Green Perceived Value, Green Brand Image, and Green Trust. Meanwhile, the R-Square value for Green Trust is 0.441, with an Adjusted R-Square of 0.435, suggesting that approximately 44.1% of the variance in Green Trust is explained by Green Perceived Value and Green Brand Image. According to Hair et al. (2021), an R-Square value above 0.67 is considered substantial, between 0.33 and 0.67 is moderate, and between 0.19 and 0.33 is weak. Thus, the model demonstrates a substantial explanatory power for Green Purchase Intention and a moderate explanatory power for Green Trust.

The Q-Square (Q²) predictive relevance values further support the model's predictive capability. The Q² value for Green Purchase Intention is 0.488, and for Green Trust is 0.341, both exceeding the threshold of 0, which, according to Hair et al. (2014), indicates that the model has predictive relevance. A Q² value above 0.35 is

considered strong, between 0.15 and 0.35 is moderate, and below 0.15 is weak. Therefore, the Q^2 values suggest that the model has strong predictive relevance for Green Purchase Intention and moderate predictive relevance for Green Trust. These findings confirm the robustness of the model in predicting the behavioral intentions of consumers regarding eco-fashion products.

3.4 Hypothesis Testing Results

Table 5. Hypothesis Testing Results: Direct and Indirect Effects Between Variables

Hypothesis	Original Sample (O)	95% CI Lower Bound	95% CI Upper Bound	T Statistics (O/STDEV)	P-Values	Conclusion
H1. GPV → GPI	0.393	0.27	0.528	5.577	0.0	Accepted
H2. GBI → GPI	0.318	0.167	0.47	4.128	0.0	Accepted
H3. GPV → GT	0.253	0.087	0.396	3.124	0.002	Accepted
H4. GBI → GT	0.495	0.334	0.639	6.209	0.0	Accepted
H5. GT → GPI	0.295	0.113	0.448	3.513	0.0	Accepted
H6. GPV → GT → GPI	0.075	0.022	0.246	2.983	0.003	Accepted
H7. GBI → GT → GPI	0.146	0.053	0.232	2.509	0.012	Accepted

3.5 Discussion

3.5.1 The Influence of Green Perceived Value on Green Purchase Intention

The analysis results indicate that Green Perceived Value has a significant positive effect on Green Purchase Intention. This suggests that the higher consumers perceive the environmental value of a product, the greater their intention to purchase it. This finding is consistent with the research by Afianto & Waskito (2025) in the bottled drinking water sector. However, it contradicts the findings of Tsai et al. (2025), who reported a negative effect of Green Perceived Value on purchase intention for electric vehicles in Taiwan. Such disparities may stem from differences in product characteristics and consumer segmentation. The strong coefficient observed in this study reflects an increased consumer awareness and sensitivity toward both emotional and functional values of eco-friendly products. This tendency is more prominent in daily-use products, where environmental benefits are more tangible and immediately felt. This phenomenon signifies a shift in consumer orientation – from a traditional focus on price and quality toward a growing consideration of ethical and sustainability values in purchasing decisions. Consequently, companies

are expected not only to sell products but also to actively communicate the environmental benefits of eco-fashion to consumers.

3.5.2 The Influence of Green Brand Image on Green Purchase Intention

The analysis reveals that Green Brand Image significantly and positively affects Green Purchase Intention. This indicates that products with a brand image emphasizing environmental friendliness tend to attract greater consumer interest in purchasing. The result is consistent with prior studies by (Kayubiyanto, Nafiuddin, & Putri, 2024), Imaningsih, Ramli, & Anggraeni (2024) on the green property industry, and Tsai et al. (2025) on Tesla and Gogoro. Conversely, a different result was found by Pangesta (2024), who reported no significant effect of Green Brand Image on purchase intention in the skincare product context, highlighting the possibility of product-category-based perceptual differences. Nevertheless, the current findings support the assumption that green brand image functions as a cognitive heuristic, wherein consumers tend to instantly trust or conclude that products with an environmentally friendly image are good, worth purchasing, or aligned with their values. This is also in line with brand equity theory, which emphasizes the importance of brand associations—such as positive image, including eco-friendliness—in forming purchase intentions.

3.5.3 The Influence of Green Perceived Value on Green Trust

This study also demonstrates that Green Perceived Value significantly and positively influences Green Trust. It suggests that consumers' trust in a product can be developed through their perceptions—specifically, that trust increases when consumers believe the product's environmental value aligns with their sustainability expectations. This finding aligns with prior study by Afianto & Waskito (2025), which confirm that environmental value serves as an affective foundation for building consumer trust. In other words, the perception of environmental value plays a critical role in fostering consumer trust toward eco-friendly products.

3.5.4 The Influence of Green Brand Image on Green Trust

This study reveals that Green Brand Image has a positive and significant influence on Green Trust. This finding is consistent with previous studies (Imaningsih et al., 2024; Tsai et al., 2025). The consistency of these results suggests that the perceived environmental benefits associated with a brand serve as a fundamental basis for building consumer trust, regardless of the type of product offered. Therefore, green brand image functions not only as a marketing tool but also as a long-term investment for companies. It is essential for companies to establish brand reputations in the fashion industry that go beyond aesthetics or style and reflect a genuine commitment to environmental issues. In addition to fostering trust, this strategy may also serve as

an effective brand differentiation approach, helping firms convert consumers' purchase intentions into repeat purchases.

3.5.5 The Influence of Green Trust on Green Purchase Intention

This study finds that Green Trust has a positive and significant influence on Green Purchase Intention. This means that a high level of consumer trust in environmentally friendly products can enhance their intention to make a purchase. The results reinforce the findings of Afianto & Waskito (2025), Tsai et al. (2025), and Vika, Ratih, Vanessa, Adi (2021), which highlight consumer trust in green brands as a key factor in driving purchase intentions. Such trust is rooted in the brand's reputation, consumer experience, and commitment to sustainability. In other words, the greater the consumers' confidence in the authenticity of a brand's environmental claims, and the more these claims reflect the company's true commitment to sustainable practices, the stronger their motivation will be to purchase the product.

3.5.6 The Mediating Role of Green Trust in the Relationship between Green Perceived Value and Green Purchase Intention

This study demonstrates that Green Trust positively and significantly mediates the relationship between Green Perceived Value and Green Purchase Intention, with a mediation coefficient of 0.075 ($T = 2.983$; $p = 0.003$). This implies that part of the effect of Green Perceived Value on Green Purchase Intention occurs through increased consumer trust in the product. The findings indicate that consumers' perceived environmental value will more strongly influence purchase intention when it is supported by a high level of trust in the brand. This result aligns with the study by Afianto & Waskito (2025) on bottled mineral water, which identified a similar mediating pattern. Theoretically, these findings support the three-stage cognitive-affective-conative model (Lavidge & Steiner, 1961), in which green perceived value (cognitive) first builds trust (affective), which subsequently influences purchase intention (conative). In a marketing context, this suggests that companies must not only communicate the environmental benefits of their products but also convey a credible and verifiable commitment. Firms must be able to demonstrate that perceived value is not merely a marketing claim but is supported by ethical business practices.

3.5.7 The Mediating Role of Green Trust in the Relationship between Green Brand Image and Green Purchase Intention

Furthermore, Green Trust is also found to mediate the relationship between Green Brand Image and Green Purchase Intention. This finding is consistent with research Imaningsih et al. (2024). It suggests that a strong environmental brand image is more effective in fostering purchase intention when consumers possess a high level of trust in the brand. The implication is that enhancing a green brand image without providing concrete evidence of sustainability claims may risk creating perceptions of

greenwashing. Therefore, companies must integrate the development of both green brand image and green trust simultaneously to achieve optimal marketing strategy effectiveness in driving environmentally conscious purchase decisions.

4. Conclusion

This study aimed to examine the influence of Green Perceived Value and Green Brand Image on Green Purchase Intention, with Green Trust as a mediating variable, among eco-fashion consumers in the Special Region of Yogyakarta. The findings indicate that both Green Perceived Value and Green Brand Image significantly and positively affect Green Purchase Intention. Consumers are more likely to purchase eco-fashion products when they perceive strong environmental value and a credible brand image committed to sustainability. Moreover, both variables also have a significant influence on Green Trust, which in turn directly strengthens consumers' intention to purchase eco-friendly products. The mediation analysis further confirms that Green Trust serves as a crucial intermediary, linking perceived value and brand image to purchase intention, highlighting the central role of consumer trust in environmentally conscious purchasing behavior.

Despite the valuable insights, this study has several limitations. It is limited geographically to Yogyakarta and focused solely on the eco-fashion sector, which may restrict the generalizability of the results. Future studies are encouraged to include broader regions and industries, expand the number of influencing variables, and adopt longitudinal approaches to observe changing consumer perceptions over time. Theoretically, this research contributes to the green marketing literature by emphasizing trust as a key mediator. Practically, it provides strategic insights for eco-fashion businesses to enhance sustainability value, build trustworthy green brand images, and communicate ethical commitments. For policymakers, the findings can inform programs that promote sustainable consumption through education, regulation, and the establishment of consumer trust in environmentally friendly products.

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