

The Influence of Green Branding on Repurchase Decisions: A Study on Kopi Nako Daur Baur

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Abstract: The coffee industry in Indonesia continues to grow rapidly, with more than 62,000 outlets currently operating nationwide. Amid this growth, competition is no longer confined to product quality but also involves the values a brand offers, one of which is expressed through the widely adopted concept of green branding. However, research examining the influence of this strategy on consumers' repurchase decisions remains relatively limited, particularly from the standpoint of consumers' own lived experience with a brand. This study aims to analyze the influence of green branding on repurchase decisions among customers of Kopi Nako Daur Baur, a brand that puts sustainability into practice through the use of recycled materials, the Rinse and Collect program, and the Seven Sec Action environmental campaign. The research employed a quantitative approach grounded in the Theory of Planned Behavior, involving 100 respondents selected through purposive sampling, with data analyzed using simple linear regression. The results indicate that green branding has a positive and significant effect on repurchase decisions. Descriptive analysis shows that the environmental performance satisfaction indicator received the highest score, while green attributes recall received the lowest, suggesting that consumers' actual experience with sustainability practices is more decisive for loyalty than mere recall of a brand's environmental programs. These findings indicate that green branding is most effective in driving repurchase decisions when sustainability values are communicated through consistent, tangible experience, offering theoretical grounding for TPB-based green branding research and practical direction for

sustainability communication strategy in the coffee industry.

Keywords: Green Branding, Repurchase Decision, Theory of Planned Behavior, Kopi Nako Daur Baur

Introduction

Indonesia's coffee industry has expanded rapidly in recent years, forming an increasingly crowded market. The number of coffee shops, which has reached 62,074 outlets across various provinces, indicates that the sector is experiencing significant growth. At the same time, this expansion runs in parallel with unresolved environmental problems, given that national waste generation has reached 56.6 million tons per year, with a management rate that remains at only around 9–10% (Gavrila, 2025; Lumwartono & Hanafiah, 2025). This condition shows that the coffee industry is not only growing economically but is also contributing to ecological pressure, particularly through the widespread use of single-use packaging.

In response to this situation, many businesses have begun adjusting their brand approaches by incorporating sustainability issues. One widely adopted form of this adjustment is green branding, an effort to build brand identity by integrating environmental concern into the entirety of marketing activities (Pujiyanto et al., 2025). Several findings

indicate that this approach extends beyond mere image-building. [Baca and Reshidi \(2025\)](#) found that green branding influences purchase decisions, while [Tan et al. \(2022\)](#) similarly affirmed that environmentally based marketing strategies can significantly shape consumer behavior. In other words, green branding has developed into a fairly tangible factor in consumers' decision-making processes, rather than simply a brand communication message.

The impact of ecological pressure has also significantly influenced shifts in consumer behavior. Various studies show that consumer preferences are changing, particularly among younger generations, who increasingly incorporate environmental considerations into their purchasing decisions ([Cruz-Tarrillo et al., 2025](#); [Tan et al., 2022](#)). In this context, consumers no longer focus solely on the product itself but also on the values and attitudes a brand embodies. This opens opportunities for businesses to build long-term competitive advantage through sustainability-based approaches. However, most existing research has focused on the early stages of consumer decision-making, such as purchase intention or first-time purchases. Studies that specifically examine the impact on repurchase decisions remain relatively limited ([Abadi et al., 2023](#)). Repurchase, in fact, carries deeper meaning because it emerges only after consumers have direct experience with a brand, rather than from initial perception alone.

A number of studies have contributed to understanding the relationship between sustainability concepts and consumer behavior, yet most have treated green branding merely as a marketing strategy measured by its impact on purchase decisions, rather than as a process of attitude and intention formation shaped by the messages a brand communicates. [Octaviani and Ardiansyah \(2025\)](#) found an effect of green marketing on purchase decisions at Kopi Nako Daur Baur, although that study's focus was limited to first-time purchases. [Mulyani et al. \(2026\)](#) examined the influence of green awareness and green branding on purchase intention but did not distinguish consumers based on prior purchasing experience. Meanwhile, [Pujianto et al. \(2025\)](#) investigated the effect of sustainability practices on brand loyalty without making repurchase decisions the primary variable of analysis. Even [Pancić et al. \(2023\)](#), who explicitly used the TPB framework to explain repurchase intention driven by green marketing, studied a markedly different market context and did not address how repeated, first-hand experience with a brand's sustainability practices might shape attitude differently from mere exposure to its messaging. These studies indicate that research on green branding tends to stop at measuring its eventual impact on consumer decisions, without explaining how a brand's sustainability messages are processed by consumers into attitudes, subjective norms, and repurchase intention. A research gap therefore remains concerning the role of green branding in driving repurchase decisions, particularly through the intention-formation process described in the theory of planned behavior, especially among consumers who have gained direct experience with a brand's sustainability implementation. This gap forms the basis for the present study.

This issue is important to address because consumers who make repeat purchases no longer rely on brand claims but on validation derived from their own usage experience.

Accordingly, examining repurchase behavior within the context of green branding can provide a more comprehensive picture of how effective sustainability strategies are in building long-term loyalty. In this context, Kopi Nako Daur Baur represents an interesting object of study because it has implemented green branding in a direct and tangible way, including the use of furniture made from recycled plastic cup waste, the Rinse and Collect system, and the Seven Sec Action campaign, which emphasizes that even small contributions can help reduce plastic waste. While the earlier study by [Octaviani and Ardiansyah \(2025\)](#) demonstrated an effect of green marketing on purchase decisions at this object, a study that specifically addresses repurchase decisions has not yet been conducted.

To explain this relationship, the present study employs the Theory of Planned Behavior ([Ajzen, 1991](#), in [Purwanto et al., 2022](#)) as its analytical framework, given the theory's established relevance in explaining how attitudes and social influences translate into behavioral outcomes such as repurchase decisions.

The urgency of this study can also be seen from a practical standpoint. The implementation of green branding, which involves the physical transformation of outlets, such as the use of furniture made from recycled waste and the provision of Rinse and Collect facilities, requires considerable financial investment and operational commitment from business actors. Without a clear understanding of the extent to which such investment genuinely affects customers' repurchase behavior, businesses risk allocating resources to strategies that may not be behaviorally effective for consumers, even if they appear favorable from a brand image perspective alone. This study is therefore expected to serve as a strategic consideration for coffee industry players in evaluating the effectiveness of the sustainability investments they undertake.

This study positions green branding as a form of sustainability-value communication from brand to consumer, to which consumers respond through an intention-formation process as explained by the theory of planned behavior ([Ajzen, 1991](#)). Sustainability messages communicated through green brand image, green brand trust, green brand awareness, and green brand satisfaction are viewed as inputs that shape consumer attitudes toward the brand, subjective norms arising from the social environment, and perceived behavioral control, before ultimately materializing into repurchase intention and behavior. Accordingly, this study goes beyond measuring the effect of green branding on repurchase decisions, and also explains the underlying process as a consumer response to the brand's sustainability communication.

Based on the foregoing discussion, this study seeks to answer the question of how significantly green branding influences the repurchase decisions of Kopi Nako Daur Baur customers. Accordingly, the objective of this study is to analyze and explain the influence of green branding on the repurchase decisions of Kopi Nako Daur Baur customers using a quantitative approach.

Methodology

Methods should be described with sufficient details to allow others to replicate and build This study employs a quantitative, explanatory research approach. This approach was

selected because its purpose is not only to describe the condition of the variables but also to examine the causal relationship between variables through statistical hypothesis testing. In other words, this study does not stop at explaining “what happens” but also seeks to understand “how” and “why such a relationship is formed” ([Kriyantono, 2022](#); [Neuman, 2021](#)). In this context, the explanatory approach is used to assess the extent to which green branding can explain variation in customers’ repurchase decisions.

Data were collected through a survey using an online questionnaire distributed to customers of Kopi Nako Daur Baur. The sampling technique used was purposive sampling, applying several specific criteria: respondents had to be at least 17 years old, had visited at least twice, understood the Daur Baur concept, and were willing to participate voluntarily. The minimum requirement of two visits was set because repurchase can only be evaluated more accurately when respondents already have prior experience as a basis for assessment ([Hasniati et al., 2025](#)). The sample comprised 100 respondents, determined using the Cochran formula with a 10% margin of error.

This study involves two main variables. The independent variable is green branding, operationalized through five indicators adapted from [Chen \(2010\)](#) and [Mourad and Ahmed \(2012\)](#): Environmental Concern, Environmental Reliability, Green Brand Recognition, Green Attributes Recall, and Environmental Performance Satisfaction ([Rahmadhani & Widodo, 2023](#)). The dependent variable is the repurchase decision, observed through the tendency to repurchase, willingness to recommend, and reluctance to switch to other brands ([Tjiptono in Pransiska, Hardilawati, and Yuslim 2025](#)). All indicators were measured using a five-point Likert scale.

Because this study tests only a single causal relationship, the effect of green branding on repurchase decisions, the analysis was conducted using simple linear regression. This method was chosen to obtain an empirical picture of the direction and magnitude of the independent variable’s effect on the dependent variable without involving more complex relational pathways. More complex analytical techniques such as multiple regression or SEM were not required because the research model does not involve multiple predictors or latent constructs. The test results can then be interpreted through the regression coefficient, correlation value, and coefficient of determination, which indicate the magnitude of green branding’s contribution to customers’ repurchase decisions.

Before the main data collection, the instrument was first tested on 30 respondents. The results indicated that all items satisfied the validity requirements based on the Pearson correlation (calculated r greater than the table r of 0.361). In terms of consistency, the Cronbach’s Alpha values also showed favorable results, namely 0.907 for green branding and 0.868 for repurchase decision, both falling within the reliable category. The analysis was subsequently carried out using SPSS 27 through several stages, beginning with classical assumption tests such as normality, linearity, and heteroscedasticity, followed by the main tests using simple linear regression, the t -test, and the coefficient of determination.

Result and Discussion

Respondent Characteristics

Of the 100 respondents involved, the data composition shows that women constituted the dominant group, accounting for 71% of the sample. In terms of age, the majority of respondents fell within the 21–25 year range, comprising approximately 85% of the total sample. The distribution of domicile also shows a pattern concentrated in urban areas, with Jakarta accounting for 30%, followed by Surabaya at 22%, and Bekasi at 10%.

In terms of visit frequency, most respondents fell into the 2–3-visit category, totaling 70 people. Meanwhile, 26 respondents had visited 4–5 times, and the remaining 4 respondents had visited more than five times. This pattern indicates that the respondents were dominated by consumers who already had direct experience with the research object on more than one occasion.

Overall, these characteristics describe a segment of young people living in urban areas. This group tends to be more attuned to environmental issues and has greater exposure to sustainability information, making it demographically quite relevant to responsiveness toward green branding strategies ([Lumwartono & Hanafiah, 2025](#)).

All figures and tables should be cited in the main text as Figure 1, Table 1, etc.

Table 1: Respondent Characteristics

Demographic		Number (n)	Percentage (%)
Gender	Male	29	29%
	Female	71	71%
Age	17–20 years	14	14%
	21–25 years	85	85%
	26–30 years	1	1%
Domicile	Jakarta	30	30%
	Surabaya	22	22%
	Bekasi	10	10%
	Other	38	38%
Visit frequency	2–3 times	70	70%
	4–5 times	26	26%
	>5 times	4	4%

Descriptive Analysis of the Green Branding Variable

Overall, customers rated the implementation of green branding at Kopi Nako Daur Baur as falling within the high category. However, upon closer inspection, each indicator shows slightly different and not entirely uniform results. The two most prominent indicators were Environmental Performance Satisfaction (4.33) and Green Brand Recognition (4.32). The high level of satisfaction with environmental performance indicates that customers do not merely recognize the brand through its claims or communications but genuinely encounter tangible forms of implementation during their visits, such as furniture made from recycled materials and the availability of Rinse and Collect facilities. This finding is consistent with [Pujiyanto et al. \(2025\)](#), who emphasize that green branding has a stronger impact when it does not stop at narrative but is present in tangible experiences that consumers can feel, thereby building trust after consumption.

This is also reflected in Environmental Reliability, which obtained an average score of 4.21, suggesting that the brand's environmental commitment is regarded by customers as fairly consistent. Meanwhile, a slightly different pattern appears in Green Attributes Recall, which turned out to be the lowest-scoring indicator, although still classified as high (4.13). This condition suggests that customers find it easier to associate Kopi Nako Daur Baur with being "environmentally friendly" in a general sense than to recall the specific details of its sustainability programs or attributes. [Rahmadhani and Widodo \(2023\)](#) explain that such a situation is fairly common, particularly when brand identity communication is more dominant than the conveyance of specific sustainability program details. In other words, a positive perception of the brand has already been well formed, but a more detailed understanding of its specific initiatives has not yet been fully captured by consumers.

These patterns can be read through the lens of attitude formation within the Theory of Planned Behavior. Rather than being generated primarily by the brand's messaging, customers' positive attitude toward Kopi Nako Daur Baur's green branding appears to be built cumulatively through repeated direct encounters with its environmental practices, while recall of specific programmatic details lags behind the broader impression. This distinction is not always made explicit in the marketing-oriented literature on green branding, which tends to treat brand image, trust, and satisfaction as parallel outcomes of communication rather than as sequential stages of attitude formation shaped by lived experience. Compared to [Rahmadhani and Widodo \(2023\)](#), whose findings emphasize brand identity communication as the dominant driver of green branding perceptions, the present results suggest a somewhat different pattern for repeat visitors: at Kopi Nako Daur Baur, direct experiential confirmation appears to play a stronger role than message exposure alone, likely because most respondents had already visited the outlet more than once.

Table 2: Descriptive Statistical Test Results for Green Branding

Variable	Indicator	Mean	Category
Green branding	Environmental Concern	4,25	High
	Environmental Reliability	4,21	High
	Green Brand Recognition	4,32	High
	Green Attributes Recall	4,13	High
	Environmental Performance Satisfaction	4,33	High

Descriptive Analysis of the Repurchase Decision Variable

Overall, the repurchase decision variable falls within the high category. However, upon closer inspection, each indicator shows a pattern that is not entirely uniform. The most prominent indicator was Repurchasing, with an average score of 4.23. This figure indicates that consumers' prior experience was sufficiently strong to encourage them to make repeat purchases. In other words, the interactions that occurred during previous visits left a positive impression sufficient to form a recurring tendency. Meanwhile, the Recommending to Others indicator was slightly lower (4.12), indicating that the experience did not remain

confined to the individual level but began to spread into the social environment through informal recommendations.

Somewhat differently from the previous two indicators, Reluctance to Switch Brands recorded the lowest score (4.10). Although still within the high category, this pattern suggests that the desire to return is not always accompanied by strong loyalty. This means that some customers still leave open the possibility of trying other brands besides Kopi Nako Daur Baur. Hawkins et al. (2007, in Hamdi, 2024) explain that consumer loyalty is not always formed from a strong emotional bond but can also arise from habit, convenience, or consistent experience.

Viewed together, the Recommending and Reluctance to Switch Brands indicators point to two different mechanisms within the Theory of Planned Behavior. The tendency to recommend reflects the social dimension captured by subjective norms, in which a positive individual experience is extended into the social environment and may, in turn, reinforce other consumers' intention to repurchase. The comparatively lower Reluctance to Switch Brands score, meanwhile, indicates that attitude toward the brand has not yet fully hardened into resistance against alternatives, which is consistent with Hawkins et al.'s (2007, in Hamdi, 2024) argument that repeat purchasing can be driven by habit and convenience rather than strong emotional attachment alone. This contrasts somewhat with findings such as Pujiyanto et al. (2025), where sustainability practices were more directly associated with brand loyalty; the present results suggest that among customers of Kopi Nako Daur Baur, this loyalty-like attachment may still be in an earlier, more experience-dependent stage, likely due to the still-developing recall of specific sustainability program details.

When linked to the earlier finding of a relatively lower Green Attributes Recall score, this pattern becomes easier to understand. Consumers who have not fully grasped the specific details of sustainability programs tend not to have formed a genuinely strong attachment to a single brand. In such conditions, a repurchase decision does not necessarily signify rejection of other alternatives but rather reflects a preference formed from an experience perceived as sufficiently good.

Table 3: Descriptive Statistical Test Results for Repurchase Decision

Variable	Indicator	Mean	Category
Repurchase Decision	Repurchasing	4,23	High
	Recommending	4,12	High
	Reluctance to switch brands	4,10	High

The Influence of Green Branding on Repurchase Decisions

All classical assumption tests produced results that met the required criteria. The data were normally distributed, with a significance value of 0.104. The relationship between variables was also shown to be linear through the Deviation from Linearity test, with a value of 0.315, and no symptoms of heteroscedasticity were found based on the Glejser test, which produced a significance value of 0.573. With all these prerequisites satisfied, the simple linear regression model could be used for further analysis without violating basic statistical assumptions.

Table 4: Classical Assumption Test Results

Test	Method	Significance	Result
Normality	Kolmogorov-Smirnov	0.104	Normal
Linearity	Deviation from Linearity	0.315	Linear
Heteroscedasticity	Glejser	0.573	No heteroscedasticity

The test results indicate that green branding has a positive effect on repurchase decisions. The positive regression coefficient indicates that the better consumers' perception of green branding, the greater their tendency to repurchase. More concretely, each one-unit increase in the green branding variable contributes to a 0.714-unit increase in the repurchase decision variable. The relationship between the two variables is also classified as strong, as indicated by a correlation value of 0.726, with a highly significant level. It can therefore be said that green branding is not merely a complementary variable but plays a fairly meaningful role in shaping consumer behavior.

This finding becomes quite interesting when viewed in terms of the magnitude of the contribution produced. In the highly competitive F&B industry context, this figure indicates that sustainability is no longer merely a supplementary element but has become a fairly influential factor in shaping repurchase behavior. [Cruz-Tarrillo et al. \(2025\)](#) explain that differentiation based on environmental commitment can create an advantage that is difficult for competitors to imitate. The results of this study reinforce that view by showing that such differentiation does not stop at brand perception but is genuinely reflected in consumer behavior. Meanwhile, the remaining variance of 47.3% indicates that repurchase decisions are still influenced by other factors not included within the focus of this study. Factors such as product quality, service experience, and price perception are likely to play an important role as well and may form directions for future research ([Pujiyanto et al., 2025](#)).

The significant effect of green branding on repurchase decisions ($\beta = 0.714$; $R^2 = 0.527$) can be explained more deeply through the Theory of Planned Behavior (TPB) framework. Within this framework, behavioral decisions are understood as the result of an interaction among attitude, subjective norms, and perceived behavioral control, which in this study appear to work together rather than independently. From the attitudinal standpoint, the research findings show that customers' direct experience plays an important role in shaping a positive evaluation. The high scores for Environmental Performance Satisfaction and Environmental Concern indicate that positive perceptions are formed not only by brand communication but also by genuine experience during visits.

Table 5: Simple Linear Regression Analysis and Coefficient of Determination Results

Variable	Coefficient (β)	Description
Constant	0.821	–
Green branding (X)	0.714	Significant effect
R (correlation)	0.726	Strong correlation

When customers interact directly with sustainability elements such as recycled furniture and Rinse and Collect facilities, the satisfaction that emerges becomes the basis for forming a positive attitude toward the brand. This attitude then contributes to the tendency to repurchase, as reflected in the high score on the repurchase indicator. This finding is consistent with [Pujiyanto et al. \(2025\)](#), who state that green branding genuinely experienced within the consumption process can build trust that endures well beyond the transaction itself. It should be noted, however, that [Pujiyanto et al. \(2025\)](#) treated brand loyalty and purchase decision as their primary focus, involving 200 respondents, whereas the present study specifically isolates repurchase decision as the dependent variable. This distinction in focus matters, given that loyalty and initial purchase decisions do not necessarily indicate whether a customer will return in the future, so the present findings offer a more specific picture of this post-purchase dynamic.

Regarding subjective norms, customers' tendency to recommend their experience to others indicates an expansion of green branding's influence beyond the individual level. This experience-sharing behavior indirectly forms a supportive social environment, in which positive brand experiences become something discussed and reproduced through social interaction. Within the TPB framework, this reinforces social pressure that also influences repurchase decisions. This is consistent with [Baca and Reshidi \(2025\)](#), who affirm that social norm support for environmentally friendly behavior can strengthen the effect of green branding in shaping purchasing behavior. Nevertheless, the present findings diverge somewhat from those of [Baca and Reshidi \(2025\)](#), who found that brand attachment, green brand trust, and green brand equity were not significantly influential. In contrast, the present study finds that trust indicators formed through direct experience scored highly. This divergence suggests that industry and cultural context shape which TPB-related mechanisms are genuinely activated within a given consumer population.

Meanwhile, from the perspective of perceived behavioral control, the brand's effort to simplify participation through the Seven Sec Action campaign makes an important contribution. The message that contributing to plastic waste reduction requires only a brief amount of time makes engagement in sustainability activities feel light and unburdensome for customers. This aligns with [Mulyani et al. \(2026\)](#), who explain that ease of participation in sustainability programs can increase both repurchase intention and behavior. However, [Mulyani et al.'s \(2026\)](#) study employed a descriptive-qualitative, literature-based approach to examine purchase intention, in contrast to the present study, which empirically tests repurchase decision through a quantitative approach among customers who have actually made purchases. This methodological distinction matters, as the present study offers direct empirical evidence of actual consumer behavior rather than conceptual synthesis alone, while also extending the discussion from mere intention to its realization as actual repurchase behavior.

Overall, what is interesting about this finding is not merely the magnitude of green branding's effect, but the way that effect operates. It does not stand as a single isolated factor but emerges from a combination of personal experience, social environment, and perceived ease of participation that reinforce one another. This explains why its contribution to

repurchase decisions can be substantial even though it originates from a single main variable.

Conclusion

Overall, this study shows that green branding has a positive and significant effect on the repurchase decisions of Kopi Nako Daur Baur customers.

Theoretical Implications. Theoretically, this study reinforces the relevance of the Theory of Planned Behavior in explaining how green branding influences repurchase decisions. Rather than operating as an isolated surface-level image factor, the practice of green branding appears to work through three formative TPB components: shaping a positive attitude through direct experiential confirmation, extending influence into the social environment through subjective norms, and easing behavioral engagement through the perceived simplicity of participation. These three aspects are interrelated in driving the emergence of repurchase decisions as a form of behavioral loyalty.

Managerial Implications. From a practical standpoint, these results suggest that strengthening green branding cannot stop merely at building a general brand identity. Because customers' positive attitudes appear to be built more through direct experiential confirmation than through message exposure alone, sustainability communication strategies would benefit from shifting emphasis away from broad environmental claims and toward consistent, in-the-moment communication of specific program details at points of interaction with customers — for instance, brief signage or staff-delivered explanations of the Rinse and Collect system or the Seven Sec Action campaign at the time customers encounter them. Given that the Recommending indicator reflects a social, word-of-mouth dimension, brands may also design lightweight prompts that make it easy for satisfied customers to share their sustainability experience with others, thereby extending the reach of communication beyond the point of sale. In this way, consumers would not only understand the brand as "environmentally friendly" in general terms but would also recognize the concrete forms of sustainability practices being implemented, which has the potential to strengthen a more stable long-term attachment.

Limitations. The interpretation of these results should take several limitations into account. This study was limited to a single brand within the coffee industry, so the findings may not fully represent conditions in other brands or sectors. In addition, the cross-sectional design provides only a snapshot of one period and cannot capture how consumer behavior evolves over time. A further limitation lies in the reliance on self-report data, which may be subject to response bias.

Future Research Recommendations. Future research could address these limitations by broadening the range of brands or industry sectors studied, and by employing longitudinal or mixed-methods designs to better capture how sustainability-based loyalty develops over time. In addition, given that the model in this study left 47.3% of variance unexplained, future studies may consider incorporating mediating or moderating variables such as customer satisfaction, brand trust, or consumer-brand identification to provide a more

complete explanation of how green branding perceptions translate into repurchase decisions.

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