



Green trust as a mediator in the influence of functional, social, and emotional values on eco-friendly product purchases at Fore Coffee in Padang

Muhammad Fauzan Pratama ^{1*}, Yunita Engraini¹

¹Departement of Management, Faculty of Economic and Business, Universitas Negeri Padang, Padang, Indonesia

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ABSTRACT

This research aims to analyze the influence of Functional Value, Social Value, and Emotional Value on Purchase Decisions mediated by Green Trust on environmentally friendly products at Fore Coffee stores in Padang City. The population in this research comprises all people who live in the city of Padang and have bought or know about Fore Coffee products. This research involved 251 respondents as samples. Data collection was carried out by distributing online questionnaires, and data was processed using SmartPLS software. The findings of this research show that (1) Functional Value has a significant positive effect on Purchase Decision. (2) Functional Value has a significant positive effect on Green Trust. (3) Social Value has a positive effect on Purchase Decision. (4) Social Value has a significant positive effect on Green Trust. (5) Emotional Value has a significant positive effect on Purchase Decision. (6) Emotional Value has a significant positive effect on Green Trust. (7) Green Trust has a significant positive effect on Purchase Decision. (8) Emotional Value has a positive effect on Purchase Decision through Green Trust as mediation. (9) Functional Value has a positive and significant effect on Purchase Decision through Green Trust as mediation. (10) Social Value has a positive influence on Purchase Decision through Green Trust as mediation.

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* Corresponding author: fauzanpratama1975@gmail.com

INTRODUCTION

Issues related to greening are global challenges that continually affect people's way of life. The impact of this issue has changed people's behavior to be more environmentally conscious. One of the negative impacts that often occurs is environmental pollution due to an increase in the amount of waste that is difficult to reuse. This waste pollution problem is widespread in various countries, especially in developing countries. In response to this problem, governments, manufacturers and society are starting to consider the use of recycled and environmentally friendly products. Keep your introduction to be very concise, well structured, and inclusive of all the information needed to follow the development of your findings. Do not over-burden the reader by making the introduction too long. Get to the key parts other paper sooner rather than later.

One start-up company that applies environmentally friendly principles and has received a positive response from consumers is Fore Coffee. Fore Coffee is a startup with a coffee shop business model that serves high quality coffee for coffee lovers. The name "Fore Coffee" comes from the

abbreviation of the word "forest" which means forest, with the hope that the company can grow tall and strong like a forest, and have a positive impact on the surrounding environment. This concept reflects the color green, gives life, and carries the principle of lifestyle change towards an environmentally friendly lifestyle (Go Green). Fore Coffee also plays a role in making positive contributions to its community, involving coffee farmers, and spreading positive energy through the Go Green campaign. In addition, the use of packaging that can be used repeatedly and the presence of a straw holder directly reduces the need for straws.

The majority of ingredients used in serving various menus at Fore Coffee are environmentally friendly ingredients. As one of the main players in the coffee industry that pays attention to environmental sustainability, Fore Coffee strives to have a positive impact on the surrounding environment. This is in line with the principles he holds, namely FORENVIROMENT – Grinding for Impacts. Namely, this principle is FORE's approach to environmental, social and governance issues. By 2024, Fore is committed to Carbon Waste Management and Balancing to better support the environment through partnerships with external parties, such as non-profit organizations that specialize in environmental protection. We will work with our partners to develop and implement comprehensive carbon waste management and offset plans that align with our sustainability goals. By working together, we can have a significant impact on the environment and reduce our carbon footprint.

In this research, Purchase Decision is a dependent variable that will later discuss the decision to purchase environmentally friendly products at Fore Coffee outlets. Purchase decision is the stage involved when a customer decides whether he will buy a particular product or service (Alam et al., 2011). Purchasing decisions are important because customer considerations will influence the company's marketing strategy (Hamdan et al. 2013; Wilson, 2012). Before consumers make a purchase, they usually go through various stages in the purchasing process (Azam, 2015). Isaac et al. (2016) argue that purchasing decisions involve the act of choosing one of two or more alternative purchasing options.

The Theory of Consumption Value in this research is an independent variable which will later discuss the theory of consumption value in purchasing environmentally friendly products which are products from Fore Coffee. Sheth, Newman, and Gross (1991) explained that the term value often gives rise to differences in definitions as to whether it is included in the field of strategic marketing. Customer value in a marketing perspective refers to the evaluation of a product in a purchasing situation. Consumer value in the behavioral aspect is how to focus on consumers so that they value product ownership. Furthermore, the Consumption Value Theory explains why a consumer makes the choices they do in terms of purchasing.

Green Trust as a mediating variable. Green Trust is the willingness to rely on a product or service based on beliefs or expectations resulting from credibility, benevolence, and capability regarding environmental performance (Chen, 2010). Recently some companies have exaggerated or even falsified the environmental performance of their products, so that customers are no longer willing to trust them (Kalafatis and Pollard, 1999). Therefore, trust in the environment is more important today.

LITERATURE REVIEW

Purchase Decision

According to Kotler and Keller (2009:240), purchasing decisions are consumer decisions regarding preferences for brands in a collection of choices. Purchasing decisions are decisions taken by consumers to buy or choose to consume a product. Purchasing decisions can occur through five stages of the purchasing process, namely, recognition of needs, information search, evaluation of various alternatives, purchasing decisions, and post-purchase behavior (Kotler & Armstrong (2001:222). According to Kotler and Armstrong (2008:181) purchasing decision indicators are as follows:

- a) Buying stability after knowing product information.
- b) Deciding to buy because it is the most preferred brand.

- c) Buy because it suits your wants and needs.
- d) Buy because you get recommendations from other people

Green Trust

Trust is described as a person's willingness, desire and ability to rely on something and accept a minimum level of vulnerability based on its previous performance, reliability and functioning (Hart and Saunders, 1997). Customer trust can be denoted as a fundamental component that can determine long-term customer behavior and purchasing patterns (Lee et al., 2011). According to Astini (2016), Green Trust can be measured using 5 measurement indicators, namely:

- a) The brand's commitment to the environment is reliable
- b) Brand performance towards the environment can generally be accounted for
- c) The brand's environmental arguments are credible.
- d) The brand's environmental awareness meets expectations
- e) The brand holds a promise and commitment to provide environmental protection.

Functional Value

Functional value is the customer's perception regarding the functional and physical usefulness of a product or service such as features, attributes, or usability characteristics as proposed by Sheth et al. (1991). In this case it can be added that the functional value of a product can be determined by the functional and utilitarian benefits that customers obtain from its physical performance (Mohd Suki, 2013). According to Amin, S. and Tarun, M.T (2021), Functional value can be measured using five measurement indicators, namely

- a) Products have consistent quality
- b) The product is well manufactured
- c) Product quality standards can be accepted by consumers
- d) The product can last a long time

Social Value

The second important construct of consumption value theory is that social value refers to the perceived utility consumers obtain from relationships with one or more specific groups of a particular society (Sheth et al., 1991). According to Amin, S. and Tarun, M.T (2021), Social value can be measured using 5 measurement indicators, namely;

- a) Feeling accepted in the social environment
- b) Feelings give a good impression to the social environment
- c) Consumers' feelings regarding the social views directed at them
- d) Consumers' feelings of getting recognition from the environment

Emotional Value

Emotional value is explained as the perceived benefits customers obtain from the power of evoking feelings, memories, affective states and emotions (Sheth et al., 1991). According to previous researchers, product and service attributes are significantly related to emotional responses as product and service constructs include all values in both utilitarian and hedonistic dimensions (Sweeney and Soutar, 2001). According to Amin, S. and Tarun, M.T (2021), Emotional Value can be measured using 3 measurement indicators, namely:

- a) Buying environmentally friendly products instead of conventional products will feel like making a good personal contribution.
- b) Buying environmentally friendly products over conventional products will feel like the morally right thing to do.
- c) Buying environmentally friendly products instead of conventional products will make me feel like a better human being

Functional Value and Purchase Decision

Function value is the value of the benefits provided to a product which can be taken into consideration by consumers when choosing a product. Companies can generate revenue by selling premium products to customers who are willing to pay for additional functionality or different services from a product (Gu et al., 2018: 10). Other research regarding consumer perceptions of whether or not to buy premium products shows that purchases are influenced by functional value, if the functional value is deemed not good enough then consumers will not buy the premium product, but if the functional value is considered to have sufficient added value then the functional value This will be a consideration for consumers to buy a product (Bertholdsson and Jonas, 2015:49).

H1: Functional value has a significant positive effect on Purchase decision at Fore Coffee.

Social Value and Purchase Decision

Social value is one of the factors that influences consumers in buying a product. In terms of social value, consumers buy a product because they want to be seen or want to reflect how people see them. According to Upamanyu, Bhakar, and Chauhan in their journal entitled "The Effect of Brand Prestige on Brand Preference and Word of Mouth: The Moderator Role of Customer Involvement" customers of prestige brand products consider themselves different (2015: 124). Consumers want to be treated differently from other customers as part of their compensation for purchasing a prestigious brand. Consumers who pay attention to social values have a public awareness of themselves and care deeply about how they are viewed by others. Other research regarding the role of differences in brand credibility and brand prestige found that brand prestige also has a positive influence on purchase intentions which are supported by perceived quality, product information and perceived risk (Baek et al., 2010: 674).

H2: Social value has a significant positive effect on Purchase decision at Fore Coffee.

Emotional Value and Purchase Decision

Consumers who are satisfied with purchasing a product brand can buy another product of the same brand even when given a choice of another brand. Emotional value towards a brand is related to positive feelings when using the brand, which increases consumer loyalty to the brand (Asshidin et al., 2015: 614).

H3: Emotional value has a significant positive effect on Purchase decision at Fore Coffee.

Consumptions Values and Green Trust

perceived consumption value can increase customer trust regarding the product's environment, there is a positive relationship between eco-friendly trust and eco-friendly purchasing intentions; therefore, consumption value can influence the level of customer trust (Sweeney et al., 1999; Eid, 2011). Therefore, from previous research, it can be postulated that perceived consumption value may have a significant influence on customers' environmentally friendly beliefs.

H4: Functional value has a significant positive effect on Green Trust at Fore Coffee.

H5: Social value has a significant positive effect on Green Trust at Fore Coffee.

H6: Emotional value has a significant positive effect on Green Trust at Fore Coffee.

Green Trust and Purchase Decision

The term Green Trust is described as a customer's readiness to purchase and rely on environmentally friendly products including environmentally friendly products based on previous performance, credibility, effectiveness and functionality (Chen, 2010). Green Trust greatly influences purchasing decisions. If consumers' perception of the benefits of consuming environmentally friendly products is greater, their desire to rely on these products will also be greater. This is because the confidence and credibility of the product in question is getting stronger. Conditions like this result in increased purchases of products that are considered to have a minimal positive impact on the environment.

H7: Green Trust has a significant positive effect on Purchase Decision at Fore Coffee.

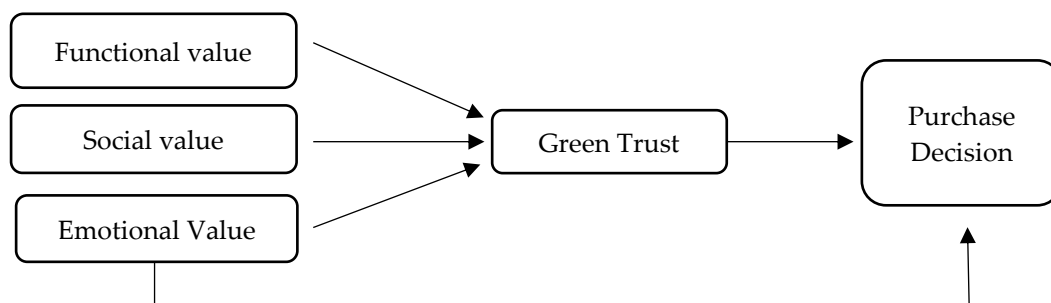
Green Trust as Mediator

Several studies found out that if customer lacks trust and a minimum level of confidence while purchasing and consuming green products, their purchase behavior will be affected negatively (Gupta and Ogden, 2009; Vermeir and Verbeke, 2008). Moreover, another research work identified green trust as a mediator between perceived value of the products or services consumed and green purchase intentions of the customers (Chen and Chang, 2012). Hence, according to these literatures the following hypotheses can be presented:

H8: Functional value has a significant positive effect on Purchase decision mediated by Green Trust at Fore Coffee.

H9: Social value has a significant positive effect on Purchase decision mediated by Green Trust at Fore Coffee.

H10: Emotional value has a significant positive effect on Purchase decision mediated by Green Trust at Fore Coffee.



Picture 1. Conceptual Framework

METHOD

This research adopts a quantitative method. The research data is derived from primary data collected directly by the researcher. Utilizing Google Forms, questionnaires were randomly distributed online to collect research data. The population in this study comprises all customer Fore Coffee in Padang City, totaling 251 respondents. The sample for this research was selected using a non-probability sampling technique. The researcher employed purposive sampling as the sampling method. The validity assessment of the measurement model in this study utilizes two validation methods: convergent validity and discriminant validity, conducted as part of the data analysis categorization using PLS (Partial Least Squares). Reliability testing will be performed after the validity test, as evidenced by Cronbach's alpha and values related to composite reliability. Additionally, the structural model will be assessed by testing R-square to understand the correlation impact and orientation of relationships between variables, as well as evaluating the significance of the relationships between variables. In this study, four factors need to be considered: one independent variable, purchase decision; one mediating variable, green trust; and three dependent variable, functional value, social value and emotional value.

RESULT

Convergent validity aims to determine the validity of each relationship between indicators and their latent constructs or variables. Convergent validity criteria according to (Chin, 1998) are measured by the average variance extracted (AVE) value > 0.5 and outer loading > 0.7 . The following are the results of the initial instrument test processing for convergent validity as seen from the output average variant extract (AVE) and outer loading: Convergent validity can be seen in Table 1

Tabel 1. Output Outer Loading

	FV (X1)	SV (X2)	EV(X3)	PD (Y)	GT (Z)
EV1			0.959		
EV2			0.943		
EV3			0.957		
EV4			0.955		
FV1	0.958				
FV2	0.948				
FV3	0.950				
FV4	0.944				
GT1					0.946
GT2					0.945
GT3					0.943
GT4					0.945
GT5					0.953
PD1				0.957	
PD2				0.945	
PD3				0.958	
PD4				0.948	
SV1		0.954			
SV2		0.953			
SV3		0.952			
SV4		0.962			

Sumber: Data Primer 2024

Based on Table 1, it can be seen that all instruments for each variable in this study have outer loading values greater than 0.7. Where, the first instrument of Purchase Decision has the smallest outer loadings value in this study, namely 0.945. Therefore, it can be concluded that the convergent validity of each variable instrument in this research is reliable.

Table 2. Output AVE

	Average variance extracted (AVE)
PD (Y)	0.906
GT (Z)	0.896
FV(X1)	0.803
SV (X2)	0.912
EV(X3)	0.909

Source: Primary Data 2024

Based on Table 1, it can be seen that all variables in this study have an Average Variance Extracted (AVE) value > 0.5, where the smallest AVE value is found in the Purchase Decision (Y) variable with an AVE value of 0.906. So, it can be concluded that all variables have convergent validity. valid in this research.

Discriminant validity is related to the principle that measures of different constructs should not be highly correlated. Discriminant validity can be seen from the cross loading value of the indicators for each variable as shown in Table 3.

Table 3. Cross Loading Value

	FV (X1)	SV (X2)	EV(X3)	PD (Y)	GT (Z)
EV1	0.484	0.540	0.959	0.478	0.461
EV2	0.503	0.550	0.943	0.448	0.446
EV3	0.475	0.535	0.957	0.490	0.438
EV4	0.525	0.521	0.955	0.473	0.424
FV1	0.958	0.505	0.494	0.463	0.440
FV2	0.948	0.486	0.493	0.463	0.453
FV3	0.950	0.497	0.481	0.453	0.434
FV4	0.944	0.479	0.511	0.459	0.412
GT1	0.425	0.426	0.453	0.439	0.946
GT2	0.459	0.466	0.429	0.501	0.945
GT3	0.433	0.479	0.434	0.464	0.943
GT4	0.434	0.460	0.435	0.481	0.945
GT5	0.417	0.436	0.445	0.497	0.953
PD1	0.468	0.505	0.457	0.957	0.492
PD2	0.455	0.470	0.497	0.945	0.479
PD3	0.488	0.442	0.449	0.958	0.481
PD4	0.430	0.445	0.484	0.848	0.466
SV1	0.480	0.954	0.524	0.481	0.457
SV2	0.512	0.953	0.526	0.453	0.435
SV3	0.484	0.952	0.549	0.481	0.463
SV4	0.502	0.952	0.552	0.455	0.475

Source: Primary Data 2024

Based on Table 3, the correlation value of each indicator with other variables is greater than the correlation value of the indicator of a variable with other variables. This shows that the instrument has met discriminant validity. Apart from that, discriminant validity testing was also carried out by paying attention to the square root value of AVE. In the Fornell-Larcker criterion test, discriminant validity can be said to be good if the root of the AVE in the construct is higher than the correlation of the construct with other latent variables, whereas in the cross loading test it must show a higher indicator value for each construct compared to the indicators for the other constructs. (Sekaran & Bougie, 2016).

Table 4. AVE Square Root Test Output

	FV (X1)	SV (X2)	EV (X3)	PD(Y)	GT(Z)
FV (X1)	0.950				
SV (X2)	0.518	0.955			
EV (X3)	0.521	0.563	0.953		
PD (Y)	0.484	0.489	0.495	0.952	
GT (Z)	0.458	0.479	0.464	0.504	0.947

Source: Primary Data 2024

Based on Table 4, the correlation of a variable is greater with itself than with other variables. Therefore, it can be concluded that this variable can predict itself better than predicting other variables, so it can be concluded that the instrument meets discriminant validity.

Tabel 5. Cronbach Alpha

	Cronbach's alpha	Composite realibility	Keterangan
FV (X1)	0.964	0.974	Reliable
SV (X2)	0.968	0.977	Reliable
EV (X3)	0.967	0.976	Reliable
PD (Y)	0.966	0.975	Reliable
GT (Z)	0.971	0.977	Reliable

Source: Primary Data 2024

Based on Table 5, it can be seen that the smallest Cronbach's alpha value in this study is Functional value (X1), namely 0.964. and, the smallest composite reliability value in this study is Functional value (X1), namely 0.974. A variable can be declared to meet composite reliability if it has a composite reliability value > 0.7 (Ghozali, 2014: 39). The reliability test with the composite reliability above can be strengthened by using the Cronbach alpha value. A variable can be declared reliable / meets Cronbach alpha if it has a value > 0.6 (Ghozali, 2014: 39). Therefore, it can be concluded that the reliability test in this study is good and can measure each instrument.

Table 6. R square

	R -Square	R-Square adjusted	Kualitas Model
PD (Y)	0.391	0.381	Moderat
GT (Z)	0.317	0.309	Moderat

Source: Primary Data 2024

Table 6 shows that Purchase Decision can be explained by the variables Functional value, Social value, Emotional Value, Green Trust amounting to 39.1%, while the remaining 60.9% is explained by other variables not included in this research. The Greent Trust R square value can be explained by the Functional value, Social value and Emotional Value variables as much as 31.7%, while the remaining 68.3% is explained by other variables not included in this research.

Tabel 7. Path Coefficient

	Original sample (O)	T statistics (O/STDEV)	P values
FV (X1) -> PD (Y)	0.183	1.963	0.050
FV (X1) -> GT (Z)	0.221	2.552	0.011
SV (X2) -> PD (Y)	0.168	1.776	0.076
SV (X2) -> GT (Z)	0.247	2.854	0.004
EV (X3) -> PD (Y)	0.189	2.090	0.037
EV (X3) -> GT (Z)	0.210	2.351	0.019
GT (Z) -> PD (Y)	0.252	2.828	0.005

Source: Primary Data 2024

Based on table 7, it can be seen from the statistical analysis using SmartPLS, it can be concluded that:

- 1) Functional Value has a significant positive effect on Purchase Decision (H1)
Based on Table 22, the Functional value variable obtained a static t value of 1.963 with a p value of 0.050, the same as 0.05 and an original sample value of 0.183, so this test states that the first hypothesis is **accepted**, meaning that Functional value has a positive and significant effect on Purchase Decision.
- 2) Functional Value has a significant positive effect on Green Trust (H2)
Based on Table 22, the Functional value variable obtained a static t value of 3.522 with a significance value or p value of 0.011, which is smaller than 0.05 ($0.000 < 0.05$) and the original

sample value was 0.221, so this test states that the second hypothesis is **accepted**, meaning Functional value positive and significant effect on Green Trust.

- 3) Social value has a positive effect on Purchase Decision (H3)
Based on Table 22, the Social value variable obtained a static t value of 1.776 with a p value of 0.076 greater than 0.05 ($0.076 > 0.05$) and an original sample value of 0.168, so this test states that the first hypothesis is **rejected**, meaning that Social value has a negative effect but does not significant to Purchase Decision.
- 4) Social value has a significant positive effect on Green Trust (H4)
Based on Table 22, the Social value variable obtained a static t value of 2.854 with a significance value or p value of 0.040, which is smaller than 0.05 ($0.000 < 0.05$) and the original sample value was 0.247, so this test states that the second hypothesis is **accepted**, meaning Social value positive and significant effect on Green Trust.
- 5) Emotional has a significant positive effect on Purchase Decision (H5)
Based on Table 22, the Emotional Value variable obtained a static t value of 2.090 with a p value of 0.037 the same as 0.05 and an original sample value of 0.189, so this test states that the first hypothesis is **accepted**, meaning that Emotional Value has a positive and significant effect on Purchase Decision.
- 6) Emotional Value has a significant positive effect on Green Trust (H6)
Based on Table 22, the Emotional Value variable obtained a static t value of 2.351 with a significance value or p value of 0.019 which is smaller than 0.05 ($0.000 < 0.05$) and the original sample value was 0.210, so this test states that the second hypothesis is **accepted**, meaning Emotional Value positive and significant effect on Green Trust.
- 7) Green Trust has a significant positive effect on Purchase Decision (H7)
Based on Table 21, the Green Trust variable obtained a static t value of 2.828 with a significance value or p value of 0.005 and an original sample value of 0.252, so this test states that the second hypothesis is **accepted**, meaning Green Trust has a positive and significant effect on Purchase Decision.

Next, you can test the mediation effect hypothesis, which can be done with the indirect effect, where the P-Values must be below 0.05 (Sofyani, 2018).

Tabel 8. Indirect Effects

	Original sample (O)	T statistics (O/STDEV)	P values
EV (X1) -> GT (Z) -> PD (Y)	0.053	1.803	0.071
FV (X1) -> GT (Z) -> PD (Y)	0.056	1.986	0.047
SV (X2) -> GT (Z) -> PD (Y)	0.062	1.957	0.050

Source: Primary Data 2024

- 8) Emotional Value has a positive influence on Purchase Decisions through Green Trust as mediation.
Based on table 23, Emotional Value obtained a t statistics value of 1.083 with a p value of 0.071 and an original sample value of 0.503, so this test states that the eighth hypothesis is **rejected**, namely that Emotional Value has a positive effect on Purchase Decisions through Green Trust as mediation.
- 9) Functional value has a positive and significant effect on Purchase Decisions through Green Trust as mediation
Based on table 23, the Functional value obtains a t statistics value of 1.986 with a p value of 0.047 which is smaller than 0.05 ($0.047 < 0.05$) and the original sample value is 0.056, so this test states that the sixth hypothesis is **accepted**, namely Functional value has a positive effect and significant to Purchase Decisions through Green Trust as mediation.

- 10) Social value has a positive influence on Purchase Decisions through Green Trust as mediation. Based on table 23, Social value obtained a t statistics value of 1.957 with a p value of 0.050 and an original sample value of 0.062, so this test states that the eighth hypothesis is **rejected**, namely that Emotional Value has a positive effect on Purchase Decisions through Green Trust as mediation.

DISCUSSION

The influence of functional value on purchase decisions

The research results show that the Functional value variable has a positive effect on Purchase Decision. These results support the research findings put forward by Sanjida Amin and Md Touhiduzzaman (2020) which show that Functional value has a positive and significant impact on Purchase Decisions. Research by Ute et al., (2019) shows that Functiona value has a positive effect on Purchase Decision. The higher the functional value of a product or service, the greater the possibility of increasing consumer purchasing decisions

The Influence of Functional Value on Green Trust

The research results show that the Functional value variable has a positive and significant effect on Green Trust. The results of this research are supported by research conducted by Tuska et al (2023) which states that there is a significant positive relationship between the Functional value variable and the Green Trust variable. These findings prove that Functional value has an important role in determining Green Trust. This is because if the functional value offered is in line with what consumers want, Green Trust in the product will increase.

The Influence of Social Value on Purchase Decisions

The results show that the Social value variable has a positive effect on Purchase Decision. These results do not support the research findings put forward by Previous researchers identified that social groups, peer opinions, social recognition pressure and other related social variables have a strong impact on customers' purchase and repurchase decisions regarding the consumption of green and sustainable products Biswas and Roy (2015a , 2015b).

The relationship between social value and purchasing decisions is an important topic in marketing and consumer behavior. Social value refers to the social benefits that consumers obtain from a product or service, such as increased social status, acceptance within a social group, and group identity.

The Influence of Social Values on Green Trust

The research results show that the Social value variable has a positive and significant effect on Green Trust. Because perceived consumption value can increase customers' trust regarding environmental products, there is a positive relationship between green trust and green purchase intention; therefore, consumption value can influence the level of customer trust (Sweeney et al., 1999; Idul Fitri, 2011). Therefore, from previous research, it can be postulated that perceived consumption value may have a significant influence on customers' green beliefs.

The Influence of Emotional Value on Purchase Decisions

The research results show that the Emotional Value variable has a significant positive effect on Purchase Decision. These results support the research findings put forward by Sanjida Amin and Md Touhiduzzaman (2020) which show that Emotional Value has a positive and significant impact on Purchase Decisions. States that environmentally conscious consumers who have significant emotional value can demonstrate pleasant green purchasing behavior and experiences because they increase the

belief that consumption of environmentally friendly products can protect the environment in the long term and are more likely to make purchases (Lin and Huang, 2012; Rex and Baumann, 2007).

The Influence of Emotional Value on Greent Trust

The research results show that the Emotional Value variable has a positive and significant effect on Greent Trust. This research is supported by previous research conducted by Sweeney and Soutar (2001). This research shows that Emotional Value has a positive and significant effect on Green Trust. Positive emotional experiences with a brand or product can build consumer confidence in the brand's green commitment.

The Influence of Green Trust on Purchase Decisions

The research results show that the Green Trust variable has a positive and significant effect on Purchase Decisions. The term green trust is described as a customer's readiness to purchase and rely on environmentally friendly products including green products based on previous performance, credibility, effectiveness and function (Chen, 2010). Researchers identified that customers' decision-making processes can be influenced by the level of green trust, especially in the era of environmentally and socially responsible consumption (Chen, 2010).

Purchase Decision can be defined as a customer's willingness to purchase a certain number of green services or products (Netemeyer et al., 2005). It has been found that green beliefs can positively influence customers' green purchasing decisions which in turn can influence customers' actual purchasing behavior (Lu et al., 2007)

The influence of Emotional Value on Purchase Decision and Green Trust as mediation

The research results show that Emotional Value has a positive effect on Purchase Decisions with Green Trust as mediation. The results of this research are supported by research conducted by Lee et al., (2011) and Harris and Goode, (2010) which said that Emotional Value has a positive influence on Purchase Decisions with Green Trust as mediation.

The influence of Functional value on Purchase Decision and Green Trust as mediation

The research results show that Functional value has a positive and significant effect on Purchase Decisions with Green Trust as mediation. The results of this research are supported by research conducted by Kim et al., (2008), Lee et al. (2011), Kaveh et al. (2012), and Giffar (2016) which states that Functional value has a positive and significant effect on Purchase Decisions with Green Trust as mediation.

The influence of social value on purchase decisions and green trust as mediation

The research results show that Social value has a positive effect on Purchase Decisions with Green Trust as mediation. The results of this research are supported by research conducted by Gupta and Ogden, (2009) and Vermeir and Verbeke (2008) stating that Social value has a positive effect on Purchase Decisions with Green Trust as mediation.

When consumers have a positive emotional experience with a brand or product, such as satisfaction or a deep emotional connection, they tend to associate those feelings with the brand's commitment to environmental sustainability.

CONCLUSION

Based on the results of the hypothesis testing analysis of the influence of Functional value, Social value and Emotional Value on Purchase Decisions with Green Trust and as mediation, the following conclusions can be drawn:

1. To increase Functional value and Purchase Decision Fore Coffee, you can take steps to obtain sustainable certification from leading institutions, such as the Rainforest Alliance or Fair Trade, which ensures that all coffee beans used come from environmentally and socially responsible sources.
2. Fore Coffee can create an "Energy Efficiency Initiative" program by reducing its carbon footprint by adopting energy efficiency practices throughout the cafe, such as using energy-saving equipment, optimizing the use of LED lighting, and utilizing renewable energy wherever possible.
3. Fore Coffee can create an "Eco-Community Workshops" program, namely holding community workshops that educate consumers about sustainability and ways to reduce carbon footprints, such as composting, recycling, or using environmentally friendly products in everyday life.
4. Work with local environmental organizations to launch green initiatives, such as cleaning up city parks, greening programs, or community recycling campaigns. Give awards or shopping discount vouchers at Fore Coffee to participating customers.
5. Fore Coffee can create a "Green Ambassadors" program, namely training staff to become green ambassadors who can guide and inform customers about Fore Coffee's sustainability efforts, as well as encourage environmentally friendly practices through personal interactions and telling inspiring stories
6. Fore Coffee can use various media platforms (social media, blogs, newsletters) to share stories about Fore Coffee's journey and commitment to the environment, including stories from coffee farmers, green initiatives, and the positive impacts that have been achieved.
7. Released an annual environmental impact report detailing Fore Coffee's efforts and achievements in sustainability. This report must be easily accessible to the public and disseminated through various communication channels.
8. Fore Coffee can create an "Emotional Green Engagement Campaign" program, namely launching a marketing campaign that combines emotional stories with sustainability messages, such as videos or stories from customers and communities who benefit from Fore Coffee's environmentally friendly practices, accompanied by an invitation to participate in the green movement.
9. Fore Coffee can create a "Green Quality Assurance" program, namely integrating sustainability evaluation into the product quality control process, ensuring that every step in coffee production meets high environmental standards, from the source of raw materials to the packaging and distribution process.
10. The "Volunteer for Green Initiatives" program invites customers to participate in volunteer activities that focus on the environment, such as tree planting, beach cleanups, or local conservation projects. Provide incentives such as discounts, prizes, or special recognition for participants.

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