International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

The Influence Of Green Marketing, Environmental Awareness, And Perceived Value On Sustainable Purchase Intention: A Study Of Customers At Cafe Energi Positif In Bandar Lampung.

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Abstract

This research aims to analyze how Cafe Positive Energy consumers in Bandar Lampung are influenced by green marketing techniques, their degree of environmental awareness, and their perception of value when it comes to their intentions to make sustainable purchases. This research is based on TPB, or the Theory of Planned Behavior. Using a purposeful sampling technique, 97 respondents who are regulars at the cafe participated in the study, which used an explanatory quantitative method. A standardized Likert-scale questionnaire was used to gather data, which was then analyzed using multiple linear regression in SPSS version 29.0. Using a 95% confidence interval, the results show that green marketing (t = 8,177), environmental knowledge (t = 6,866), and perceived value (t = 7,939) are all independent factors that significantly and positively affect sustainable purchasing intentions. All things considered, the dependent variable can be explained by these three factors to the tune of 68.0% (R^2= 0.680; F = 65.799; p < 0.001). In order to foster customer loyalty focused on sustainability, it is crucial

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to regularly use eco-friendly marketing methods, according to the study's practical consequences.

Keywords: ***Environmental Awareness*, *Green Marketing*, *Perceived Value, Sustainable Purchase Intention, Theory of Planned Behavior***

INTRODUCTION

Growing global awareness of environmental issues has brought about significant changes in consumer behavior, including in the food and beverage (F&B) sector. Today's consumers consider not only product quality and price but also environmental factors in their purchasing decisions (Kotler et al., 2022). This phenomenon presents both opportunities and challenges for businesses in adopting more environmentally responsible business approache.

It is well known that Indonesia is one of the countries with consumption levels that place serious strain on waste management and cause significant environmental impacts from commercial activities. According to data recorded by the Ministry of Environment and Forestry (KLHK), in 2021 Indonesia produced approximately 26.9 million metric tons of waste per year, with the largest contributions coming from the household and commercial sectors (Luthfi Nafila & Simanjuntak, 2022). This highlights the need for green marketing strategies—also known as *Green Marketing*—to steer consumer behavior toward more responsible practices.

In addition to environmental awareness, perceived *value* is also a key factor in determining sustainable purchasing decisions. *Perceived value* describes the extent to which consumers assess the benefits of a product. In the context of food and beverage products, customers not only consider functional aspects but also pay attention to the environmental value embodied in those products (Angela & Kesumahati, 2023). This perceived value ultimately contributes to shaping sustainable purchase intention—that is, consumers' intent to purchase products or services that support environmental and social

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sustainability. Green pricing, green venues, and green marketing may raise customer interest in buying ecologically friendly food and beverage goods, according to study by Angela and Erilia (2023).

In Bandar Lampung, the café business has been growing every year. According to data released by the Central Statistics Agency ( ) of Bandar Lampung (2024), the number of cafés surged dramatically from 196 in 2018 to 966 in 2024. This represents nearly a fivefold increase over the course of just a few years. Increasingly fierce competition is driving business owners to seek ways to differentiate themselves from the competition, one of which is by implementing eco-friendly concepts. Cafe Energi Positif is one such café that fully integrates the concept *of a "Green Lifestyle*," ranging from the selection of local organic ingredients and the use of recyclable packaging to environmental education programs and the empowerment of employees with disabilities.

There has been some research on green marketing and consumer behavior, but there has been very little on how green marketing, environmental awareness, and perceived value affect sustainable purchase intentions within the context of Indonesia's experience-based culinary industry. This study intends to address this knowledge vacuum by conducting the following research: (1) an analysis of the impact of green marketing, (2) environmental awareness, and (3) perceived value on sustainable purchase intention among Bandar Lampung customers of Cafe Energi Positif—partially and simultaneously.

LITERATURE REVIEW

1. Experiential Marketing

Consumer behavior encompasses a series of processes that individuals or groups go through in identifying needs, sorting through information, assessing preferences, deciding on a purchase, and evaluating their experience after buying a product (Kotler et al. 2022). Aswar (2025) argues that consumers' actions extend beyond just making purchases; other social, cultural, economic, and psychological considerations all play a

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role in shaping consumers' decision-making processes. Both internal and external variables may have an impact on customer behavior in the real world. A person's internal elements include their own intrinsic drives, perspectives, and capacities for learning, while their external aspects include their social and economic milieu, as well as their family and peer networks.

2. *Theory of Planned Behavior* (TPB)

*Aj*zen (1991) explains that behavioral intention is influenced by three main components, namely:

a. *Attitude Toward the Behavior:* an individual's positive or negative evaluation of a specific behavior
b. *Subjective Norm:* the social pressure an individual perceives from those around them to perform or refrain from performing a certain action.
c. *Perceived Behavioral Control,* it means that a person knows how easy or hard it is to do a certain action.

"One of the most common behavioral models for predicting an individual's behavioral intentions which are impacted by attitudes, subjective standards, and perceived behavioral control is the Theory of Planned Behavior (Eka Dewi Setia Tarigan et al., 2021). Similarly, millennials in Indonesia are more likely to purchase eco-friendly things if they are environmentally conscious, informed, have a favorable attitude toward the environment, think they have control over their behavior, and adhere to subjective norms, according to research by Ikhsan et al." According to several experts, TPB provides a solid theoretical foundation for understanding customer buying intentions, especially when it comes to environmentally friendly goods and services. Attitudes, subjective standards, and perceived behavioral control are the main factors that determine behavioral intent, according to TPB. Other variables, such environmental awareness and perceived value, might support their development. Previous research has demonstrated that

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environmental awareness, perceived value, and social factors play a crucial role in driving *sustainable purchase intentions.*

3. Green Marketing

"*Green marketing*" is defined by Peattie (1995) as an approach to advertising that prioritizes minimizing harm to the environment with maximization of profit for corporations. Similarly, green marketing is defined by Polonsky (1994) as initiatives that aim to provide a win-win situation for both businesses and customers by incorporating environmental protection into promotional campaigns. Furthermore, Polonsky (1994) notes that there are four Ps that serve as indicators in a *green marketing* strategy, including:

a. *Green Product*: products that use environmentally friendly raw materials
b. *Green Price*: a price that reflect sustainability costs without compromising quality
c. *Green Promotion*: marketing communication that emphasizes the values of sustainability and environmental responsibility
d. *Green Place*: a distribution and logistics system that minimizes pollution and waste

Green marketing influences the formation of consumer attitudes toward eco-friendly products (Idrus *et al*., 2023). Effective green strategies can foster positive perceptions of a brand or product. Researchers Ismail and Aldiansyah (2024) found that green marketing significantly affects customers' intent to buy Fore Coffee products. Specifically, they found that characteristics such as "green product," "green promotion," and "green place" increased consumers' interest in buying by as much as 24.5%.

4 *Environmental Awareness*

In the context of consumer behavior, *environmental awareness* is described as an individual's knowledge of and sensitivity to environmental issues, as well as their willingness to contribute to environmentally friendly actions (Utami et al., 2024).

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Teerakapibal & Schlegelmilch (2024) define environmental awareness as a concept with various dimensions comprising the components of knowledge, attitudes, and behavior. Augustin Lopes Amaral et al. state that there are three aspects of *environmental awareness*, namely:

a. *Environmental Knowledge*, which is an understanding of the impact of human activities on the environment
b. *Environmental Concern*, which is a sense of responsibility and care for preserving the environment
c. *Environmental Action*: being aware of and taking eco-friendly actions, as well as seeking out and choosing eco-friendly products.

5. Perceived Value

The concept *of Perceived Value* was first developed by Zeithaml (1988) , who came up with the definition as a holistic evaluation of advantages in relation to disadvantages. Consumers ' perceptions of the practical, affective, and social advantages of environmentally friendly goods in comparison to more traditional options are known as "green Perceived Value" in the field of green marketing (Chen & Chang, 2012). According to Hudaydah's (2023) research, Green Perceived Value has a substantial impact on Generation Z's purchase intention for eco-friendly items. What's more, this impact is amplified when environmental concern is also present.

6. *Sustainable Purchase Intention*

The term "sustainable purchase intention" refers to the desire of consumers to purchase goods and services that are environmentally benign, long-lasting, or do less harm to the planet than alternatives (Wei & Jung, 2017). In Ajzen's Theory of Planned Behavior (TPB, 1991), the idea of sustained purchasing intention is based. According to a meta-analysis (Joshi & Rahman, 2015), *sustainable purchase intention* is influenced by

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attitude, awareness, *perceived value,* and social factors such as norms and community pressure.

RESEARCH METHODOLOGY

The method used was an explanatory quantitative approach aimed at explaining the cause-and-effect relationships among variables through statistical hypothesis testing (Sari *et al*., 2022). The population for this study consisted of all customers of Cafe Energi Positif in Bandar Lampung who had made a purchase and were knowledgeable about the eco-friendly concepts implemented at the cafe.

Sampling was conducted "using a non-probability sampling technique that combined purposive and accidental sampling. The inclusion criteria for the sample included (1) having visited and made a purchase at the cafe, (2) being aware of the implementation of eco-friendly practices at the cafe, (3) being at least 17 years old, and (4) completing the questionnaire in full. The sample size was determined using Cochran's formula for an unknown population, resulting in a minimum of 96 respondents. To reduce potential measurement errors, the sample size was set at 97 respondents."

A structured questionnaire with five-point Likert scales (where 1 indicates strong disagreement and 5 indicates strong agreement) served as the study tool. A total of eight elements pertaining to the green product, green pricing, green promotion, and green location dimensions made up the green marketing variable (Polonsky, 1994). The *environmental awareness* variable was measured through 6 items reflecting the dimensions of *environmental knowledge*, *environmental concern*, and *environmental action* (Teerakapibal & Schlegelmilch, 2024) . The *perceived value* variable is operationalized through eight items that measure functional, emotional, social, and environmental value (Chen & Chang, 2012). Meanwhile, *sustainable purchase intention* is measured using eight questions.

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A table r-value of 0.199 (df = 95; α = 0.05) was used to evaluate validity in Pearson's correlation, while a threshold of 0.060 was used in Cronbach's Alpha to assess reliability. The following procedures were used to analyze the data: (1) a multi-linear regression analysis; (2) A t-test (partial), an F-test (simultaneous), and a coefficient of determination (R^2) for hypothesis testing; and (3) a scatterplot and Kolmogorov-Smirnov for testing classical assumptions of normality, heterogeneity, and multicollinearity, respectively. The data was analyzed with the help of SPSS version 29.0.

RESULTS AND DISCUSSION

Respondent Profile

There were 97 respondents who participated, the majority of whom were female (51.55%). By age group, the largest segments were those aged 17–24 (39.18%) and 25–32 (32.99%), indicating that the primary consumer base of Cafe Energi Positif consists of young, productive individuals . The biggest category in terms of occupation was students (37.11%), followed by private-sector workers (44.33%). The most common monthly income ranges are between Rp. 1,000,000 and 2,000,000 (32.99%) and between Rp. 2,000,000 and 3,000,000 (29.90%). All respondents (100%) reside in Bandar Lampung.

Instrument Validation

Correlation coefficients ranging from 0.722 to 0.862 demonstrate that all items across the four variables have estimated r-values surpassing the table r-value (0.199), therefore verifying their validity, according to the validity test findings.

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Table 1. Validity Test Results

Variabel	Item	R Hitung	r Tabel	Keterangan
Green marketing (X1)	X1.1	0,811	0,199	Valid
	X1.2	0,822	0,199	Valid
	X1.3	0,785	0,199	Valid
	X1.4	0,781	0,199	Valid
	X1.5	0,766	0,199	Valid
	X1.6	0,768	0,199	Valid
	X1.7	0,793	0,199	Valid
	X1.8	0,804	0,199	Valid
Environmental awareness (X2)	X2.1	0,838	0,199	Valid
	X2.2	0,854	0,199	Valid
	X2.3	0,801	0,199	Valid
	X2.4	0,842	0,199	Valid
	X2.5	0,826	0,199	Valid
	X2.6	0,851	0,199	Valid
Perceived Value (X3)	X3.1	0,858	0,199	Valid
	X3.2	0,761	0,199	Valid
	X3.3	0,821	0,199	Valid
	X3.4	0,767	0,199	Valid
	X3.5	0,754	0,199	Valid
	X3.6	0,758	0,199	Valid
	X3.7	0,754	0,199	Valid
	X3.8	0,722	0,199	Valid
Sustainable purchase intention (Y)	Y.1	0,793	0,199	Valid
	Y.2	0,819	0,199	Valid
	Y.3	0,862	0,199	Valid
	Y.4	0,856	0,199	Valid
	Y.5	0,850	0,199	Valid
	Y.6	0,814	0,199	Valid
	Y.7	0,858	0,199	Valid
	Y.8	0,850	0,199	Valid

Sumber: Data diolah (2026)

Reliability Test

Green marketing had a Cronbach's Alpha of 0.910, environmental awareness of 0.913, perceived value of 0.904, and sustainable purchasing intention of 0.949, according to the dependability test. These numbers are all considered" highly reliable " as they are far higher than the cutoff of 0.60.

Table 2. Reliability Test Results

Variable	*Cronbach's Alpha*	Description
Green marketing (X1)	0.910	Highly Reliable
Environmental awareness (X2)	0.913	Highly Reliable
Perceived Value (X3)	0.904	Highly Reliable
Sustainable Purchase Intention (Y)	0.949	Highly Reliable

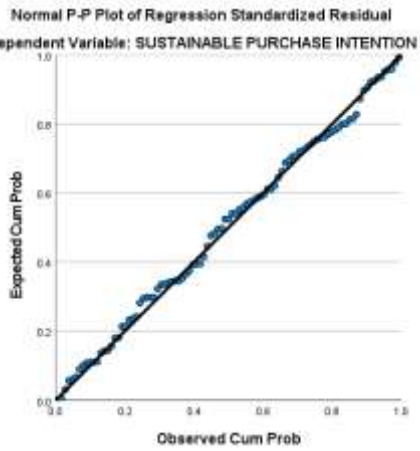
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Classical Assumption Test:

Normality Test

An analysis of normality using the One-Sample Kolmogorov-Smirnov test was performed, and the results showed that the residues indeed followed a normal distribution. Regarding the significance level, the test statistic value was 0.046. Significance level (2-tailed) = 0.200 (>0.05).



Results of the Normality Test (P-Plot)

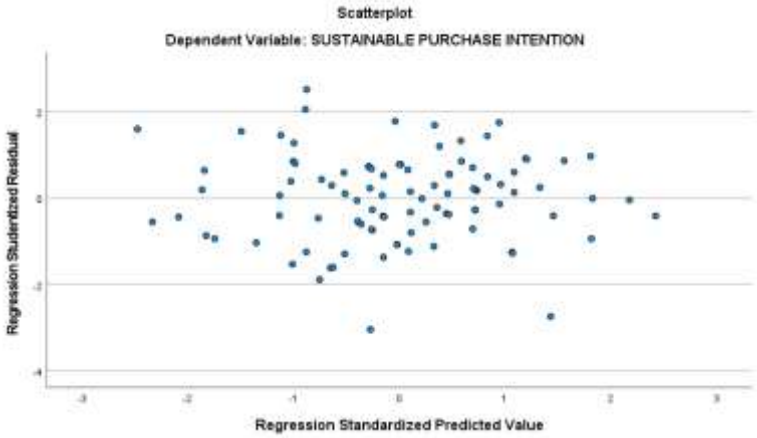
Heteroscedasticity Test

Since there is no discernible pattern at zero in the scatterplot-based homoscedasticity test, we may conclude that the assumption of homoscedasticity is correct.

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Heteroscedasticity Test Results



Multicollinearity Test

The results of the multicollinearity test showed that none of the independent variables green marketing (VIF = 1.001), environmental awareness (VIF = 1.016), and perceived value (VIF = 1.014)—exhibited multicollinearity. Tolerance values were more than 0.10, and VIF values were less than 10. Because it was based on all classical assumptions, the regression model was considered legitimate

Table 3. Results of the Multicollinearity Test

Coefficients[a]			
Model		**Collinearity Tolerance**	**Statistics VIF**
1	Green Marketing	.999	1.001
	Environmental Awareness	.985	1.016
	Perceived Value	.986	1.014
a. Dependent Variable: Sustainable Purchase Intention			

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Results of the Multiple Linear Regression Analysis

Table 4. Results of the Multiple Linear Regression Test

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig
	B	Std. Error			
(Constant)	-583	2.355		-247	.805
Green Markting	.382	.047	.480	8.177	<.001
Environmental Awareness	.382	.056	.406	6.866	<.001
Perceived Value	.371	.047	.469	7.939	<.001

Based on the data analysis results, the multiple linear regression equation is as follows:

$$Y = -0.583 + 0.382X_1 + 0.3282X_2 + 0.37X_3 + e$$

Notes:

Y = *Sustainable purchase intention*
a = Constant
b = Regression coefficient
X1 = *Green marketing*
X2 = *Environmental awareness*
X3 = *Perceived Value*
e = Error

Based on this regression equation, the following can be understood:

1. When all other independent variables, such Green Marketing, Environmental Awareness, and Perceived Value, are set to zero, the value for Sustainable Purchase intent, which is -0.583, remains constant.
2. The regression coefficient for Green Marketing (X1) is 0.382, which means that for every one unit increase in Green Marketing, Sustainable Purchase Intention will rise by 0.382, supposing all other variables remain constant.
3. Assuming all other variables remain constant, a one-unit increase in Environmental Awareness will raise Sustainable Purchase Intention by 0.382, according to the regression coefficient for Environmental Awareness (X2), which is 0.382.

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4. With all other independent variables held constant, a one-unit increase in Perceived Value will increase Sustainable Purchase Intention by 0.371 (as shown by the 0.371 regression coefficient for X3).

Hypothesis Testing

"These analytical methods were used to test hypotheses: the coefficient of determination was used to assess the goodness-of-fit of the regression model; the t-test was used to determine the partial effects of each independent variable on the dependent variable; and the F-test was used to test the simultaneous effects of the independent variables on the dependent variable."

Partial T-Test Hypothesis Testing

Scientists use the t-test, often called a partial regression, "to determine the independent effects of each independent variable on the dependent variable. In order to conduct the test in this study, a significance threshold (α) of 0.05 was chosen. We may accept Ha and reject H0 if the calculated t-value is more than the essential t-value and the significance threshold is less than 0.05. This means that the independent variable has a significant effect on the dependent variable." Statistical evidence that the independent variable does not significantly affect the dependent variable may be shown by accepting H0 and rejecting Ha if the computed t-value is less than the critical t-value and the significance level is more than 0.05.

Table 5. Results of the Partial T-Test

Variable	t	Sig.
Constant	-247	.805
Green Marketing	8.177	<.001
Environmental Awareness	6.866	<.001
Perceived Value	7.939	<.001
Dependent Variable: Sustainable Purchase Intention		

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The (partial) t-test findings show that all of the independent factors in this research significantly and positively affect sustained purchase intention.

Simultaneous F-Test

When all of the independent variables are taken into account simultaneously, "researchers use the F-test, also called a simultaneous test, to determine the extent to which the independent factors influence the dependent variable or the amount of variation in the dependent variable explained by the independent variable. To conduct this test, which used a significance level (α) of 0.05," the following conditions were applied:

a. "The independent variables have a simultaneous and substantial effect on the dependent variable if the F-value is more than the table F-value and the significance level is less than 0.05, allowing us to reject H0 and accept Ha.
b. The calculated F-value is less than the table F-value, and the significance criterion is more than 0.05, thus we may accept H0 and reject Ha. This proves that the independent variable isn't significantly affecting the dependent variable all at once."

6. Results of the Simultaneous F-Test

Model		Sum of squares	df	Mean Square	F	Sig.
1	Regression	917.912	3	305.971	65.799	<.001
	Residual	432.459	93	4.650		
	Total	1350.371	96			
Dependent Variable: Sustainable Purchase Intention						
Predictors: (Constant), Green Marketing, Environmental Awareness, Perceived Value						

The computed F-value is 65.799 at the 0.000 level of significance, as shown in Table 6. Using this formula, we can get the crucial F-value:

$$\text{F-table} = f(\alpha : k, n - k - 1)$$
$$= f(0.05 : 3, 97 - 3 - 1)$$
$$= f(0.05 : 3, 93) = 2.70$$

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Based on these calculations, the table F-value was found to be 2.70. The calculated F-value of 65.799 exceeds the table F-value of 2.70, while the significance level of 0.000 is less than the cutoff of 0.05. We may conclude that sustainable purchasing intentions are influenced by green marketing, environmental understanding, and perceived value; hence, we can accept Ha and reject H0.

Results of the Coefficient of Determination Analysis (R^2)

"The coefficient of determination analysis is a statistical tool for finding out how much variance in the resultant variable can be explained by the predictor variables. The findings from this investigation are shown in the table below:"

Table 7. Results of the Coefficient of Determination Test (R^2)

Model Summary				
Model	R	R-Square	Adjusted R-Square	Estimate Standard Deviation of Error
1	.824	.680	.669	2.156
Predictors: (Constant), Green Marketing, Environmental Awareness				
Dependent Variable: Sustainable Purchase Intention				

Based on the findings of the coefficient of determination test, the variables Green Marketing, Environmental Awareness, and Perceived Value accounted for 68.0% of the variation in Sustainable Purchase intent (R-squared = 0.680). Factors beyond the scope of the study model account for the rest of the variation. The model continues to provide a solid explanation for the dependent variable, even after accounting for confounding variables and sample size, as seen by an adjusted R-Square value of 0.669. A Standard Error of the Estimate (SEE) score of 2.156 indicates that the model is similarly quite accurate for predicting Sustainable Purchase intentions.

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DISCUSSION

The Effect of *Green Marketing on Sustainable Purchase Intention*

The hypothesis testing findings demonstrate that the Green Marketing variable (X1) influences the Purchase Intention variable (Y) in a favorable way. The results show that Cafe Positive Energy's green marketing campaign was a success in increasing brand awareness and goodwill. The implementation of *green marketing* does not focus solely on aspects such as promotion but encompasses the entire green marketing mix—from products made with eco-friendly materials, pricing that reflects sustainability values, and promotions that emphasize messages of environmental awareness, to locations or distribution systems that minimize negative impacts on the ecosystem.

The findings of this study reinforce the consumer behavior theory proposed by Kotler et al. (2022), in which the consumer behavior model explains that various marketing stimuli—such as products, prices, promotions, and places—are processed by consumers through their personal, social, and cultural characteristics, as well as psychological factors, before ultimately leading to a purchase decision. The study's inclusion of the variable "Perceived Green Value" expands the Theory of Planned Behavior (TPB), lending credence to these results as well. The findings are in line with the underlying grand theory, The Theory of Planned Behavior (TPB) created by Ajzen (1991), and show that green marketing positively affects sustainable purchasing intentions. According to TPB, the three crucial factors that influence a person's intention to participate in a certain action their attitude toward the conduct, subjective norm, and perceived behavioral control are the key predictors of actual behavior.

The Effect of *Environmental Awareness* on *Sustainable Purchase Intention*

This study's hypothesis testing shows that" Environmental Awareness "(X2) influences" Sustainable Purchase Intention " (Y) “in a favorable and statistically significant way. A t-value of 6.866 for the Environmental Awareness variable was computed in the t-

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test, which is the basis for this conclusion. At the same degrees of freedom (df) and a significance threshold of 0.05, the estimated t-value of 6.866 is significantly higher than the crucial t-value of 1.986. Further, the resultant significance level of 0.000 is far lower than the 0.05 threshold of significance. The calculated t-value has to be greater than the expected t-value and the significance level needs to be less than 0.05 in order to accept the alternative hypothesis (Ha2) and reject the null hypothesis (H02) according to the requirements for hypothesis testing." It is statistically shown that being environmentally conscious increases the likelihood of making sustainable purchases. Therefore, the likelihood that a client will make a sustainable purchase from Cafe Positive Energy increases as their degree of environmental awareness grows.

Results like this are in line with studies done by (Ikhsan, 2025) , "according to which millennials in Indonesia are significantly influenced by environmental awareness, environmental understanding, attitude, perceived behavioral control, and subjective standards when intending to buy environmentally friendly items. It also lines up with the overarching theory that was used, which is Ajzen's Theory of Planned Behavior (TPB) (1991). Three primary factors—attitude toward the activity, subjective norm, and perceived behavioral control influence an individual's desire to participate in a specific behavior under the TPB framework. Because people's environmental consciousness is often shaped by the social norms held by their neighbors, the views held by their reference groups, and the moral pressure they experience from others closest to them, environmental consciousness is intricately related to the subjective norm component in TPB. Customers with a strong sense of environmental responsibility are drawn to Cafe Energi positive's eco-friendly initiatives."

The Effect of *Perceived Value* on *Sustainable Purchase Intention*

The results of the hypothesis testing in this study show that the *Perceived Value* variable (X3) has a positive and significant effect on *Sustainable Purchase Intention* (Y).

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In general, these findings indicate that the perceived value experienced by customers of Cafe Energi Positif is an important factor driving the formation of sustainable purchase intentions. In the context of eco-friendly products, *Perceived Value* encompasses not only functional values—such as product quality and taste—but also emotional values, such as a sense of pride and joy in contributing to environmental sustainability; social values, such as recognition and support from loved ones; and environmental values, which stem from the positive impact of such purchases on the sustainability of nature.

The guiding hypothesis, Ajzen's (1991) hypothesis of Planned Behavior (TPB), is bolstered by such research. According to the TPB model, an individual's perspective on the activity, subjective norm, and perceived behavioral control are the three main elements that influence their desire to engage in the action. When customers perceive that eco-friendly products offer high functional value (good quality, great taste, meeting expectations), positive emotional value (a sense of pride, joy, and being valued), social value (support from their social circle), and environmental value (a tangible contribution to sustainability), their attitude toward purchasing green products becomes highly positive. This positive attitude then fosters a strong intention to make sustainable purchases. Furthermore, the greater the perceived value, the stronger consumers' perceived behavioral control becomes, as they feel that the sacrifices they make (such as a price that may be slightly higher) are comparable to—or even smaller than—the benefits they receive.

The Influence of *Green Marketing, Environmental Awareness,* and *Perceived Value* on *Sustainable Purchase Intention*

Sustainable Purchase Intention (Y) is positively and significantly impacted by the variable Green Marketing (X1), Environmental Awareness (X2), and Perceived Value of the Product (X3), according to the findings of the simultaneous hypothesis test. Green marketing, environmental awareness, and perceived value all have a positive and

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considerable influence on sustainable purchase intent simultaneously. With an R-squared value of 0.680, the variables green marketing, environmental understanding, and perceived value were shown to be significant predictors of sustainable purchase intent. This means that the three variables discussed here explain 68.0% of the variation in the likelihood of making a repeat purchase. Additionally, after accounting for model parameters and sample size, the model explains 66.9% of the variance in sustainable purchase intention (R-squared = 0.669). The remaining 33.1% are contributions from sources beyond the purview of this investigation. Customers ' intentions to buy sustainably from Cafe Positive Energy are significantly impacted by the three factors when taken as a whole. In order to drive sustained buying intentions, these three elements work hand in hand.

These results provide credence to the overarching idea that guided this investigation: Ajzen's (1991) idea of Planned Behavior (TPB). According to the TPB model, there are three main aspects that impact an individual's behavioral intention, which is to say, their attitude toward the activity, their subjective norm, and their perceived behavioral control. All three independent variables are closely related to these TPB components.

CONCLUSION

There are three main findings in this study, including that the *green marketing* strategy implemented by Cafe Energi Positif significantly drives the formation of sustainable purchase intentions among its consumers. Furthermore, consumers' level of environmental awareness is positively correlated with their intention to continue supporting businesses with eco-friendly concepts. Third, the perceived value experienced by consumers—encompassing functional, emotional, social, and environmental dimensions—is a strong predictor of *sustainable purchase intention*. Collectively, these three variables account for sixty-eight percent of the variance in the dependent variable.

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Theoretically, this study helps expand the application of the TPB to the F&B industry, particularly sustainable café businesses in Indonesia. Practically, this study confirms that environmentally friendly café management must consistently and measurably integrate the entire *green marketing* mix, actively educate consumers on sustainable practices, and communicate the added value—especially the environmental and social value—of the products and services offered.

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