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# Green Marketing Mix And The Purchase Decision Of Local Coffee In Independent Coffee Shops: The Mediating Role Of Environmental Awareness In Jambi City, Indonesia

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**Abstract**

*Most of Jambi's Arabica, Robusta and Liberica coffee reaches urban drinkers through independent coffee shops, but little is known about whether the environmental practices these shops promote actually lead people to buy. Earlier work has looked mostly at national and multinational chains. This paper tests how four green marketing tools (product, price, place and promotion) shape the decision to buy local coffee, and whether environmental awareness carries part of that influence. We surveyed 100 purposively selected customers of five independent shops in Jambi City that serve only Jambi coffee and follow green practices. Responses on a five point Likert scale were summarized using mean scores and subsequently modeled via PLS-SEM using SmartPLS 4.0 software, with the green marketing mix treated as a second - order, reflective - reflective construct. Respondents provided favorable ratings for the green marketing mix (mean of 4.18), while rating their own environmental awareness (4.27) and purchasing decisions (4.35) as "very good." The measurement model satisfied validity and reliability requirements, with an acceptable model fit (SRMR = 0.050; NFI = 0.923). Green marketing raised environmental awareness strongly ($\beta = 0.711$; $p < 0.001$) and also pushed purchases directly ($\beta = 0.455$; $p < 0.001$), while awareness in turn increased purchases ($\beta = 0.411$; $p < 0.001$). Part of the marketing effect occurs through awareness (indirect $\beta = 0.292$; $p = 0.001$), indicating the presence of complementary partial mediation. The predictor variables account for 50.5% of the variance in awareness and 64.2% in purchasing decisions. For business owners, green marketing yields the most optimal results when it simultaneously educates customers, furthermore, the aspects of green place (eco-friendly distribution) and green promotion are areas that should be prioritized for improvement.*

**Keywords: green marketing mix, environmental awareness, purchasing decisions, local Jambi coffee, coffee shops, PLS-SEM.**



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## INTRODUCTION

Coffee holds significant importance for Indonesia in two respects: as a source of export revenue and as a livelihood for millions of smallholder farming families. Indonesia is the world's fourth-largest coffee producer, following Brazil, Vietnam, and Colombia (Ministry of Agriculture, 2025). Coffee production saw a decline from 786,191 tons in 2021 to 758,728 tons in 2023, before recovering to approximately 775,800 tons during the 2024–2025 period. Domestic consumption moved the other way after 2022, when it reached 366,000 tonnes; by 2025 it had slipped to 354,587 tonnes (Kementerian Pertanian, 2025). With a growing surplus, downstream businesses are unlikely to run short of beans. The harder task is getting people to drink more of them, and sustainability is increasingly what sets one coffee apart from another (Savin et al., 2024).

Firms are being pulled toward sustainability and the green economy (Puspitasari et al., 2025). Worries about the climate, damaged ecosystems and personal health have given rise to what is often called green consumerism (Jamal & Sunyoto, 2024). Younger buyers, millennials and Gen Z in particular, now look for goods that leave a small ecological footprint and do some social good (Savin et al., 2024). Food and beverage businesses feel this change directly, and coffee is no exception.

Jambi is known locally as the "land of three coffees". Arabica grows in the highlands of Kerinci, in the buffer zone of Kerinci Seblat National Park. Robusta comes from Merangin and Kerinci, and Liberica is grown on the peatlands of Tanjung Jabung Barat. Many farmers grow coffee using an agroforestry system, and several coffee varieties from Jambi have been granted Geographical Indication status. In other words, this eco-friendly aspect is already inherent at the farmer level. What is often missing is a downstream partner that can carry those credentials to the buyer, so that the value created on the farm comes back to farmers, firms and the environment (Hidayati et al., 2021).

Coffee shops represent one of the most tangible forms of downstream coffee processing. Many operate as small businesses built upon creative concepts, contributing to local job creation (Aryani et al., 2022). Franchise outlets excel due to their standardized procedures and strong brand recognition. Independent coffee shops, unable to compete in these areas, instead rely on a distinctive atmosphere, the use of specialty coffee beans, and a more personalized customer experience (Wildan et al., 2025). As a provincial capital, Jambi City serves as the largest downstream market. Records from the DPMPTSP indicate that there were 84 coffee shops in the city in 2019, a figure that grew to 150 by early 2025 comprising 93 locally owned businesses and 57 franchise outlets. Given the high number of competitors, business owners require a clear strategy to stand out (Rasyidi et al., 2024).


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For a number of independent shops in the city, that way has been a green marketing mix: bringing environmental considerations into how they design products, set prices, run their premises and promote themselves (Mahmoud, 2018). In practice they buy beans straight from farmer groups and roast them in-house, serve drinks in glasses or reusable polypropylene cups, and build open rooms with natural light so that fans and air conditioning are needed less. Customers also learn about the coffee by chatting at the brew bar, joining cupping sessions or going on farm visits. What we do not yet know is whether any of this turns customers' concern for the environment into actual sales.

Most green marketing studies on coffee shops have looked at big chains in large cities, such as Starbucks in Denpasar (Dewi & Rahanatha, 2022), Fore Coffee (Aretha et al., 2025; Mirrahma et al., 2025) and Excelso in Surabaya (Kusumaningrum et al., 2025). Evidence from smaller shops is mixed. In Makassar, Fitriany et al. (2024) found that green place and green process were the only elements that mattered for buying. In Malang, Paramita et al. (2021) reported that green promotion, green physical evidence and consumers' own environmental awareness all had a significant bearing on purchase. Closer to home, Risyafani et al. (2024) showed that among Starbucks customers in Jambi City, environmental awareness carried part of the influence of green marketing on green purchase intention. That study, however, measured intention rather than what people actually bought, and it looked at a multinational chain. Independent shops selling local, certified coffee have so far received little attention.

We aim to address this gap with three objectives. The first objective is to describe the individuals who patronize independent coffee shops in Jambi City, as well as their perceptions of the green marketing practices implemented by these establishments, their own environmental awareness, and the purchasing decisions they make. The second is to estimate the direct paths from the green marketing mix to awareness and to purchase, and from awareness to purchase. The third is to test whether awareness mediates the link between green marketing and the purchase of local coffee. The paper adds to the literature in two ways. It treats the green marketing mix as a single higher-order construct in a local agribusiness setting, and it places environmental awareness as the cognitive step between what shops do and what customers buy.

## LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

### Green Marketing Mix

Green marketing takes the concepts of conventional marketing and integrates environmental concerns into every one of its activities (Halim et al., 2024). The aim is to meet human needs through exchange while doing as little damage as possible to the natural environment (Jamal & Sunyoto, 2024; Taali & Maduwinarti, 2024). Peattie (1992, 1995) does not view green marketing as a replacement for the widely recognized 4P


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concept. Instead, he describes product, price, place, and promotion as “controllable internal green Ps” instruments that companies can adjust to meet environmental expectations. Fuller (1999) presents a similar idea regarding the need to reorient the marketing mix: ecological benefits serve as a guide for product design, green logistics inform distribution, environmental information forms the basis for communication, and ecological costs are reflected in pricing.

Based on this perspective, we measure the green marketing mix through four dimensions. Green products are created, processed, and packaged in a manner that reduces adverse environmental impacts while maintaining their quality (Jamal & Sunyoto, 2024; Peattie, 1992). For a coffee shop, this entails sourcing local coffee beans from agroforestry systems, serving beverages in reusable polypropylene (PP 5) cups or glasses, and comprehensively minimizing the use of single-use plastics (Kosior & Marshall, 2025). *Green price* captures whether customers feel that the price fairly reflects the product’s environmental value and the sustainable practices behind it (Fuller, 1999; Taali & Maduwinarti, 2024). *Green place* refers to premises, facilities and distribution that save resources and cut waste (Fitria et al., 2023; Mirrahma et al., 2025). *Green promotion* is about telling customers, openly and credibly, what the business does for the environment without slipping into greenwashing (Peattie, 1995).

**Environmental Awareness**

We use environmental awareness to mean how much a person knows, perceives and cares about the state of the environment and about what their own consumption does to it (Alamsyah et al., 2021; Taali & Maduwinarti, 2024). The concept has a knowledge side, an attitude side and an action side (Nekmahmud & Fekete-Farkas, 2020). This develops in tandem with one’s knowledge of the environment, and external cues such as eco labels can also trigger it (Alamsyah et al., 2021). Since an individual interprets marketing stimuli before taking action based on them, awareness can be viewed as an internal state of the “organism” that exists between green marketing and the decision to purchase.

**Purchase Decision**

Kotler and Keller (2012) describe a purchase decision as the point at which a consumer chooses to buy and use a product, after considering its features, benefits, price, and any other available information. According to the theory of planned behavior, an individual tends to act based on their intentions, provided that the situation remains relatively stable (Ajzen, 1991; Khaleeli, 2021). When the product is a green one, function and price are no longer the only considerations; buyers also respond to moral and emotional pulls tied to their sense of responsibility for the environment (Halim et al.,


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2024). In this paper, the purchase decision is the act of choosing and paying for local Jambi coffee, whether Arabica, Robusta or Liberica, at an independent shop after taking both product features and environmental aspects into account.

**Hypotheses Development**

Through green marketing, consumers receive information about environmental issues and also experience them first-hand. Mirrahma et al. (2025) observed that Fore Coffee customers became more ecologically aware as a result of the brand's green marketing. In Jambi City, Risyafani et al. (2024) likewise found that green marketing strengthened coffee drinkers' environmental awareness. Working in China's emerging urban markets, Su and Li (2024) reported that the green versions of price, place and promotion weighed heavily on consumers' environmental attitudes. We therefore propose:

**H1:** A stronger green marketing mix leads to higher environmental awareness among consumers.

In their systematic review, Anjani and Surya Perdhana (2021) concluded that the green marketing mix shapes what consumers decide about eco-friendly products. Mahmoud (2018) reached a similar conclusion for purchase intention. In a coffee shop context, Mirrahma et al. (2025) also traced a direct link from green marketing to buying. We therefore propose:

**H2:** The green marketing mix directly increases consumers' decisions to buy local coffee.

Individuals who are more aware of environmental issues tend to choose products associated with sound environmental practices (Ahmadi, 2024). At a green coffee shop in Malang, Paramita et al. (2021) found that awareness made a significant difference to buying, while Risyafani et al. (2024) showed that it raises green purchase intention. We therefore propose:

**H3:** Higher environmental awareness increases the decision to buy local coffee.

Taken together, these studies suggest a chain in which green marketing raises awareness and greater awareness makes customers more willing to buy local coffee. Mirrahma et al. (2025) and Risyafani et al. (2024) both found evidence of such a mediating role. We therefore propose:

**H4:** Environmental awareness acts as a mediator between the green marketing mix and the decision to buy local coffee.


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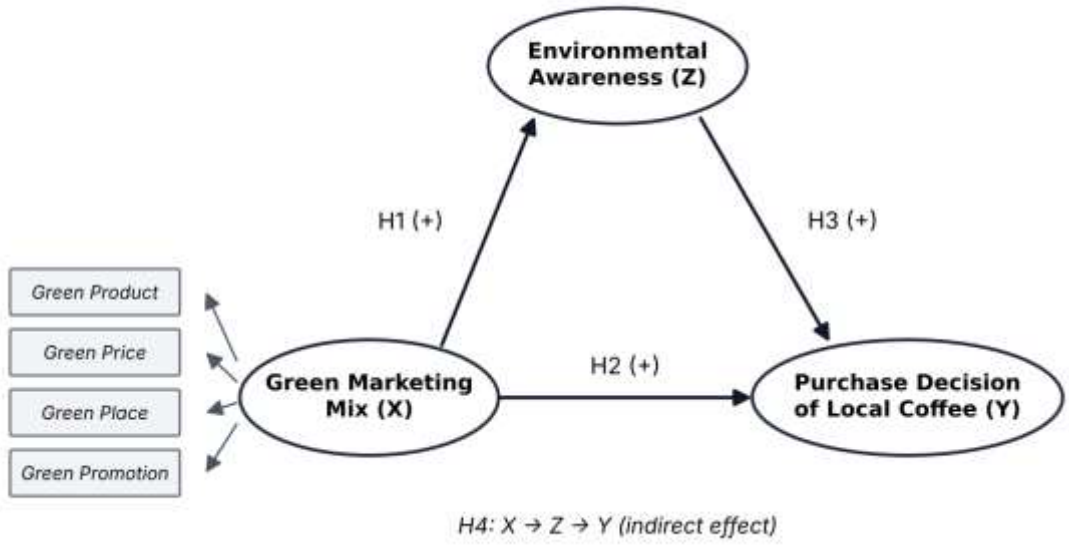



**Figure 1. Research Model**

Note: the four dimensions load on the green marketing mix, which is specified as a reflective–reflective second-order construct.

## RESEARCH METHOD

### Research Setting, Population and Sample

We used a quantitative survey, carried out in 2026 in five independent coffee shops in Jambi City: Ruang Hijau (PTPN VI), Motokoffie, Jkov Koffie, Bun Coffee and Ancua Harmoni. These shops were chosen deliberately. All of them use only Jambi coffee, all apply green marketing practices, and their owners are involved either in the local coffee association (Perkumpulan Penggiat Kopi Jambi, PPKJ) or in the Etalase Foundation. Each shop has its own emphasis. Motokoffie and Bun Coffee roast beans they buy straight from farmer groups. Ruang Hijau, Ancua Harmoni and Bun Coffee make the most of daylight and open-air ventilation. Jkov Koffie and Bun Coffee hold cupping sessions, post-harvest workshops and farm visits so that customers can see how the coffee is produced.

None of the shops keeps a customer register, so we relied on purposive (non-probability) sampling. To qualify, respondents had to live in or be visiting Jambi City, be 17 or older, and have bought and drunk local coffee at one of the five shops. Roscoe's rule of thumb puts an adequate sample somewhere between 30 and 500 (Sugiyono, 2017). We surveyed 100 people, a number that also gives PLS-SEM stable estimates and is well above the minimum implied by the ten-times rule for the construct with the


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most incoming structural paths (Hair et al., 2022). We did not set a quota per shop, since the shops sell very different volumes.

**Measurement**

Respondents answered a structured questionnaire, rating each statement from 1 (strongly disagree) to 5 (strongly agree). Sixteen items, four per dimension, covered the green marketing mix; we adapted them from Peattie (1992) and Fuller (1999). The five environmental awareness items came from Risyafani et al. (2024), and the four purchase decision items from Paramita et al. (2021). Table 3 lists each indicator. We also utilize secondary data from the Ministry of Agriculture, Statistics Indonesia (BPS), the Jambi Province Investment and One Stop Integrated Services Agency (DPMPTSP), as well as previous studies.

**Data Analysis**

We first describe the respondents and their perceptions. Each mean score was placed in one of five bands with an interval width of (5 − 1)/5 = 0.80, so that scores from 1.00 to 1.80 count as very poor, up to 2.60 as poor, up to 3.40 as fair, up to 4.20 as good, and from 4.21 to 5.00 as very good (Sugiyono, 2017). The hypotheses were then tested in SmartPLS 4.0. We chose PLS-SEM because our model is causal-predictive, because the method makes no assumption of multivariate normality, and because it copes well with higher-order constructs (Hair et al., 2022). The green marketing mix entered the model as a reflective–reflective second-order construct, estimated in two separate stages following the disjoint two-stage approach (Sarstedt et al., 2019). Stage one checked the first-order constructs. Outer loadings had to exceed 0.70, AVE had to exceed 0.50, Cronbach's alpha and composite reliability had to exceed 0.70, and HTMT had to stay under 0.90 (Henseler et al., 2015). In stage two, the latent scores of the four dimensions became the indicators of the green marketing mix. We judged the structural model by $R^2$, $f^2$, SRMR (0.08 or less) and NFI (0.90 or more), and tested each path by bootstrapping 5,000 resamples at $\alpha = 0.05$, two-tailed. The type of mediation was decided with the criteria of Zhao et al. (2010) and Hair et al. (2022).

## RESULTS AND DISCUSSION

**Respondent Characteristics**

As Table 1 shows, the sample skews young. Almost two-thirds of respondents (65%) were between 18 and 27, which fits the common picture of Gen Z as the core coffee shop crowd. Men outnumber women by a ratio of 65 to 35, and 71% of them are single. Students were the biggest single occupational group at 39%, yet private employees, entrepreneurs and civil servants made up 53% between them. Six out of ten


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people hold a university degree, and many of the 40% whose highest level of formal education is high school are currently pursuing university studies. In terms of income, the group is split into two: approximately 55% earn more than IDR 2.5 million per month, while the remaining 45% earn less than that a breakdown that reflects a mix of working professionals and university students.

**Table 1. Respondent Characteristics (n = 100)**

| Characteristic | Category | n | % |
|---|---|---|---|
| Age (years) | 18–22 | 37 | 37 |
| | 23–27 | 28 | 28 |
| | 28–32 | 12 | 12 |
| | 33–37 | 15 | 15 |
| | ≥ 38 | 8 | 8 |
| Gender | Male | 65 | 65 |
| | Female | 35 | 35 |
| Marital status | Single | 71 | 71 |
| | Married | 29 | 29 |
| Occupation | Student | 39 | 39 |
| | Private employee | 30 | 30 |
| | Entrepreneur | 12 | 12 |
| | Civil servant | 11 | 11 |
| | Other | 8 | 8 |
| Education | Senior high school | 40 | 40 |
| | Diploma (D3) | 3 | 3 |
| | Bachelor (S1) | 46 | 46 |
| | Master (S2) | 9 | 9 |
| | Doctorate (S3) | 2 | 2 |
| Monthly income (IDR) | < 1,000,000 | 26 | 26 |
| | 1,000,000–2,500,000 | 19 | 19 |
| | 2,500,001–5,000,000 | 25 | 25 |
| | > 5,000,000 | 30 | 30 |
| Information source | Friends, relatives, family | 68 | 68 |
| | Social media | 24 | 24 |
| | Other (online maps, proximity) | 8 | 8 |
| Visits to the shop | Once | 12 | 12 |
| | Twice | 21 | 21 |
| | More than twice | 67 | 67 |
| Product most often bought | Coffee beverage | 75 | 75 |



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| Characteristic | Category | n | % |
|---|---|---|---|
| | Roasted beans | 15 | 15 |
| | Ground coffee | 10 | 10 |

Source: primary data, 2026.

Most respondents learned about the coffee shops through friends, relatives, or family (68%), while social media ranked second, accounting for a significantly smaller share (24%). Nearly nine out of ten respondents (88%) had visited these establishments previously, with 67% having visited more than twice. As loyal customers, they have repeatedly witnessed the implementation of eco-friendly practices at these locations. A total of 75% of respondents typically order coffee beverages. The remaining quarter more frequently purchase roasted coffee beans or ground coffee to brew at home; consequently, coffee shops that operate their own roasteries such as Motokoffie and Bun Coffee also function as retail outlets for local coffee.

**Consumer Perceptions**

Perception scores are summarised in Table 2. Overall, the green marketing mix received a favorable rating (4.18). Respondents provided the most positive assessment regarding the aspect of green (eco friendly) pricing (4.28, excellent). They appear to feel that what they pay is commensurate with the environmental and ethical value they receive a perspective more commonly found among respondents with higher levels of income and education. Green product came next (4.22, very good). Green place and green promotion were rated lowest, both at 4.11 (good). There is clearly room to handle waste better and to give environmental education a more organised form.


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**Table 2. Mean Scores of Consumer Perceptions**

| Variable / indicator | Mean | Category |
|---|---|---|
| **Green marketing mix (X)** | **4.18** | **Good** |
| Green product | 4.22 | Very good |
| Green price | 4.28 | Very good |
| Green place | 4.11 | Good |
| Green promotion | 4.11 | Good |
| **Environmental awareness (Z)** | **4.27** | **Very good** |
| Knowledge of environmental problems (KL1) | 4.25 | Very good |
| Attention to environmental impacts (KL2) | 4.27 | Very good |
| Concern for environmental conservation (KL3) | 4.40 | Very good |
| Environmental considerations in consumption (KL4) | 4.13 | Good |
| Awareness of eco-friendly consumption behaviour (KL5) | 4.28 | Very good |
| **Purchase decision (Y)** | **4.35** | **Very good** |
| Confidence in choosing the product (KP1) | 4.39 | Very good |
| Fit with needs and preferences (KP2) | 4.41 | Very good |
| Consideration of product and environmental attributes (KP3) | 4.27 | Very good |
| Decision to purchase (KP4) | 4.35 | Very good |

Source: primary data processed, 2026.

Environmental awareness is rated very highly (4.27). Respondents gave the highest score to the aspect of concern for environmental preservation (4.40), while the lowest score was given to the aspect of considering the environment when making consumption choices (4.13). This reflects a common gap between attitudes and behaviors among environmentally conscious consumers: while they do care, this concern is not always translated into their daily purchasing decisions. Purchasing decisions also received a very high rating (4.35). The aspects with the highest scores were the alignment of the coffee with consumers' needs and preferences (4.41) and their level of confidence in choosing these products (4.39); this indicates that the distinct flavor profiles of the three types of coffee from Jambi resonate well with the tastes of the local community.

**Measurement Model Evaluation**

In the first order, all outer loadings range from 0.757 to 0.936, which is well above the 0.70 threshold (Table 3). AVE values range from 0.682 to 0.848. Cronbach's alpha values (0.844 to 0.940) and composite reliability values (0.895 to 0.957) for each


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construct are above 0.70 (Table 4). Based on these figures, the constructs tested demonstrate adequate convergent validity and internal consistency.

**Table 3. Indicators and Outer Loadings (First Order)**

| Construct | Code | Indicator | Loading |
|---|---|---|---|
| Green product | GPD1 | Use of environmentally sound materials | 0.814 |
| | GPD2 | Processing that considers environmental impact | 0.893 |
| | GPD3 | Eco-friendly, reusable or recyclable packaging | 0.803 |
| | GPD4 | Product quality maintained alongside environmental aspects | 0.789 |
| Green price | GPR1 | Price reflects environmental value | 0.846 |
| | GPR2 | Price is commensurate with environmental benefits | 0.893 |
| | GPR3 | Willingness to accept a price linked to environmental benefits | 0.757 |
| | GPR4 | Information on environmental value and price is clear | 0.854 |
| Green place | GPL1 | Resource efficiency of the premises and facilities | 0.757 |
| | GPL2 | Waste management | 0.898 |
| | GPL3 | Reduction of single-use materials | 0.862 |
| | GPL4 | Efficient provision and distribution of products | 0.881 |
| Green promotion | GPM1 | Delivery of environmental information | 0.892 |
| | GPM2 | Clarity of information | 0.919 |
| | GPM3 | Credibility of information | 0.936 |
| | GPM4 | Consumer education | 0.936 |
| Environmental awareness | KL1 | Knowledge of environmental problems | 0.816 |
| | KL2 | Attention to environmental impacts | 0.882 |
| | KL3 | Concern for environmental conservation | 0.899 |
| | KL4 | Environmental considerations in consumption | 0.864 |
| | KL5 | Awareness of eco-friendly consumption behaviour | 0.916 |


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| Construct | Code | Indicator | Loading |
|---|---|---|---|
| Purchase decision | KP1 | Confidence in choosing the product | 0.846 |
| | KP2 | Fit with needs and preferences | 0.881 |
| | KP3 | Consideration of product and environmental attributes | 0.856 |
| | KP4 | Decision to purchase | 0.888 |

Source: primary data processed with SmartPLS 4.0, 2026.

**Table 4. Construct Reliability and Convergent Validity**

| Construct | Cronbach's α | Composite reliability (ρc) | AVE |
|---|---|---|---|
| Green product | 0.844 | 0.895 | 0.682 |
| Green price | 0.859 | 0.904 | 0.704 |
| Green place | 0.872 | 0.913 | 0.725 |
| Green promotion | 0.940 | 0.957 | 0.848 |
| Environmental awareness | 0.924 | 0.943 | 0.768 |
| Purchase decision | 0.891 | 0.924 | 0.753 |
| Green marketing mix (second order) | 0.931 | 0.951 | 0.828 |

Note: second-order dimension loadings were 0.890 (product), 0.895 (price), 0.931 (place) and 0.923 (promotion).

We checked discriminant validity with HTMT (Table 5). Values between the four dimensions and the two endogenous constructs ranged from 0.624 to 0.773, and the value for awareness against purchase decision was 0.800, all under 0.90. Inside the green marketing mix, though, two pairs went above the cut-off: product with place (0.937) and promotion with place (0.923). We do not regard this as a problem. These are first-order parts of one reflective second-order construct, and Sarstedt et al. (2019) note that such parts are expected to correlate highly; what matters is discriminant validity between the constructs used in the hypotheses. It also makes sense on the ground, since customers meet the green product, the green premises and the green message in a single visit. At stage two, the four dimensions loaded strongly on the green marketing mix (0.890 to 0.931), with AVE at 0.828 and composite reliability at 0.951. Its HTMT with purchase decision was 0.815 and with awareness 0.761, below even the stricter 0.85 limit.


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**Table 5. Discriminant Validity (HTMT)**

| Construct | GPL | GPR | GPD | GPM | KP | KL |
|---|---|---|---|---|---|---|
| Green place (GPL) | | | | | | |
| Green price (GPR) | 0.851 | | | | | |
| Green product (GPD) | 0.937 | 0.864 | | | | |
| Green promotion (GPM) | 0.923 | 0.860 | 0.810 | | | |
| Purchase decision (KP) | 0.771 | 0.773 | 0.758 | 0.753 | | |
| Environmental awareness (KL) | 0.744 | 0.714 | 0.624 | 0.770 | 0.800 | |

Note: second stage HTMT: green marketing mix - purchase decision = 0.815; green marketing mix - environmental awareness = 0.761; environmental awareness - purchase decision = 0.800.

**Structural Model Evaluation**

Table 6 reports how much the model explains. Green marketing alone accounts for 50.5% of the variation in environmental awareness ($R^2 = 0.505$). Once awareness is added, the two predictors account for 64.2% of the variation in purchase decision ($R^2 = 0.642$). Both values fall within a moderate range, and the adjusted $R^2$ does not differ significantly from the $R^2$, suggesting that the obtained estimates are stable. Based on effect size, green marketing has a substantial influence on awareness ($f^2 = 1.019$). Its influence on purchasing decisions ($f^2 = 0.286$) as well as the influence of awareness on purchasing decisions ($f^2 = 0.234$) is considered moderate. The model fit is deemed acceptable, with an SRMR value of 0.050 and an NFI value of 0.923.

**Table 6. Coefficient of Determination, Effect Size and Model Fit**

| Endogenous construct | $R^2$ | Adjusted $R^2$ | $f^2$ of X | $f^2$ of Z |
|---|---|---|---|---|
| Environmental awareness (Z) | 0.505 | 0.500 | 1.019 (large) | – |
| Purchase decision (Y) | 0.642 | 0.635 | 0.286 (medium) | 0.234 (medium) |

Note: model fit SRMR = 0.050 (≤ 0.08); NFI = 0.923 (≥ 0.90). X = green marketing mix.


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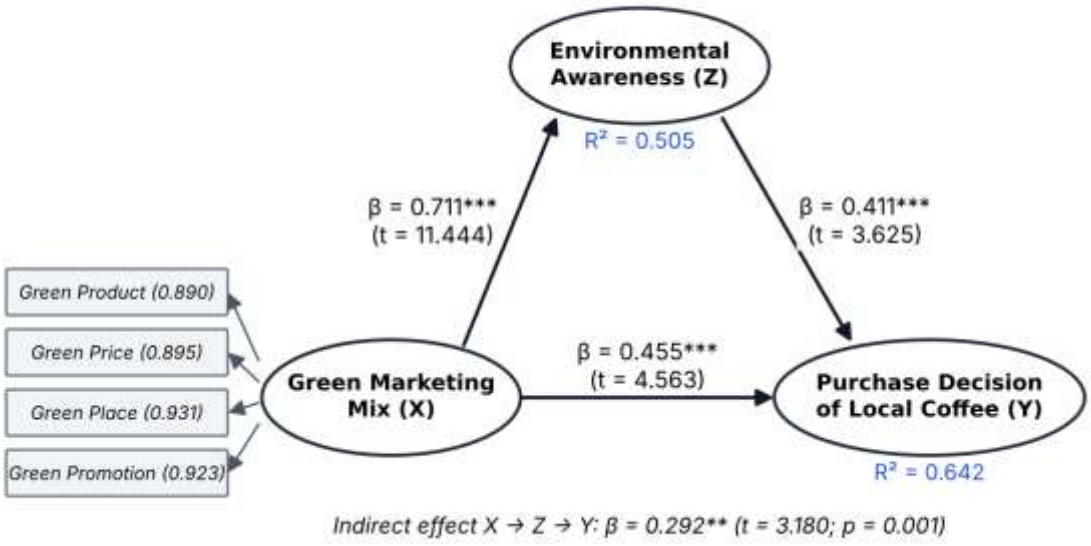



**Figure 2. Structural Model Results**

Note: *** p < 0.001; ** p < 0.01. The values in parentheses next to each dimension represent second order loadings.

Table 7 and Figure 2 present the bootstrapping results, and all four hypotheses are supported. Multiplying the two paths (0.711 × 0.411) gives an indirect effect of 0.292 from green marketing to purchase via awareness (t = 3.180; p = 0.001). The inclusion of the direct path brings the total effect to 0.747. Since both the direct and indirect effects are significant and point in the same direction, awareness acts as a complementary partial mediator, following the terminology of Zhao et al. (2010). Approximately 39% of the total effect is channeled through this mediator.

**Table 7. Hypothesis Testing Results**

| Hypothesis / path | β | Mean | SD | t | p | Decision |
|---|---|---|---|---|---|---|
| H1: X → Z | 0.711 | 0.712 | 0.062 | 11.444 | 0.000 | Supported |
| H2: X → Y | 0.455 | 0.451 | 0.100 | 4.563 | 0.000 | Supported |
| H3: Z → Y | 0.411 | 0.416 | 0.113 | 3.625 | 0.000 | Supported |
| H4: X → Z → Y | 0.292 | 0.298 | 0.092 | 3.180 | 0.001 | Supported |

Note: X = green marketing mix; Z = environmental awareness; Y = purchase decision; bootstrapping with 5,000 subsamples.

## DISCUSSION

**Green marketing mix and environmental awareness (H1).** This was the strongest link in the model (β = 0.711; $f^2$ = 1.019). One way to interpret this is that the


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eco-friendly practices within these coffee shops serve as a form of everyday environmental education. Given that 88% of the respondents are repeat customers, they have frequently spent time in spaces cooled by natural air circulation, used reusable cups, and listened to baristas explain the origins of coffee beans. Over time, these experiences help individuals connect their purchases to their environmental impact. The green place dimension received the highest score among the four dimensions analyzed (0.931). Physical coffee shops, it seems, serve as spaces where customers can most clearly discern whether the owners are genuinely committed to environmental stewardship. Our research findings align with those of Mirrahma et al. (2025), Risyafani et al. (2024), and Su and Li (2024). This is also consistent with the stimulus - organism - response framework, which posits that marketing stimuli are received and processed before ultimately influencing an individual's behavior.

**Green marketing mix and purchasing decisions (H2).** Beyond merely raising awareness, green marketing also directly drives purchasing, with a moderate level of influence ($\beta = 0.455$; $f^2 = 0.286$). Consumers do not purchase local coffee solely out of concern for the environment; the eco-friendly concept itself holds an inherent appeal. Specialty coffee beans from Jambi, reasonable pricing, a comfortable atmosphere for relaxing, and reliable information all these factors are taken into account when customers decide what to order. These findings support the research of Anjani & Surya Perdhana (2021), Mahmoud (2018), and Mirrahma et al. (2025). Conversely, these results differ from the findings of Fitriany et al. (2024), who concluded that most dimensions of the green marketing mix (the 7P framework) do not significantly influence customers of coffee shops in Makassar. One possible reason for this discrepancy lies in how the construct is modeled. In this study, we conceptualize the green marketing mix as a higher order construct that encompasses the overall experience at coffee shops centered on local and sustainable coffee. Models that test each dimension separately may be subject to distortion if those dimensions are highly correlated, as is the case with our data.

**Environmental awareness and purchase decision (H3).** Awareness has a significant positive influence on purchasing decisions ($\beta = 0.411$; $f^2 = 0.234$), consistent with the findings of Paramita et al. (2021) and Ahmadi (2024). Customers who are environmentally conscious and concerned tend to prefer local coffee grown using agroforestry systems and served in a manner that minimizes waste. Nevertheless, descriptive scores reveal a gap : consideration of environmental aspects when consuming products (4.13) remains lower than general concern for the environment (4.40) in other words, awareness has not yet been fully translated into concrete action. Coffee shops can help bridge this gap by making environmental aspects more visible at the point of sale for instance, through labels indicating the coffee's origin, discounts for


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customers who bring their own cups, or a simple explanation of how a portion of the purchase price is channeled back to the farmers.

**The mediating role of environmental awareness (H4).** Awareness mediates the relationship between green marketing and purchasing, though only partially. Risyafani et al. (2024) found a similar mechanism for purchase intention at a multinational chain in Jambi City, and our study shows that it also holds for actual buying at independent shops that sell local coffee. About two fifths of the total effect of green marketing on purchase travels through awareness, and the rest is direct. Green marketing thus does two jobs for an owner. It brings in sales today, and it builds the kind of awareness that keeps customers buying later. Since most respondents found the shops through word of mouth (68%), customers who are both aware and satisfied may also pass the shops' green message on to people they know (Nekmahmud & Fekete Farkas, 2020).

**Implications.** From a theoretical perspective, the research findings indicate that the green marketing mix is a cohesive, high-order construct, with environmental awareness serving as a crucial cognitive link between green marketing and purchasing decisions within the local agribusiness sector. From a practical standpoint, independent coffee shops should focus on improving their two weakest areas : green place (distribution) and green promotion. Concretely, this can be achieved by properly managing coffee grounds and plastic waste, reducing the use of single-use items, and providing consistent, verifiable information regarding the origin of the coffee and its cultivation methods ensuring that such claims are not perceived as greenwashing (deceptive eco friendly posturing). Given that a large portion of the clientele consists of repeat customers, implementing loyalty schemes such as rewarding patrons who bring reusable cups or purchase coffee beans can simultaneously raise environmental awareness and boost sales. For the coffee sector in Jambi, these findings underscore the strategic role of coffee shops as a bridge between upstream farmers and urban consumers. Local government authorities, the Jambi coffee community, and the Etalase Foundation can support this role by facilitating sustainability certifications, organizing joint promotional activities, and providing waste management facilities that can be used collectively by small-scale food and beverage businesses.

**Limitations.** Our sample of 100 consumers was drawn purposively from five shops, so the findings cannot be generalised to every coffee shop customer in Jambi City. All measures were self reported and collected at one point in time, which means causal interpretations should be made with care. The model also leaves 35.8% of the variance in purchase decision unexplained. Future studies could use larger probability samples, compare independent shops with chains, and add variables such as perceived quality and taste, brand image, green trust and social influence.


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## CONCLUSION

Customers of independent coffee shops in Jambi City tend to be young, educated, and loyal. Most discover these establishments through word of mouth. They respond positively to the green marketing practices employed by these shops, while also demonstrating a high level of environmental awareness and a strong propensity for eco conscious purchasing decisions. Green marketing not only fosters environmental awareness but also encourages the purchase of local coffee with heightened awareness, in turn, driving increased consumption. This awareness partially, though not entirely, explains the link between green marketing and purchasing decisions. For coffee shop owners, green marketing serves as both a sales tool and a means to build awareness that supports future purchases. Specifically, the aspects of green place (eco friendly premises) and green promotion (environmentally conscious marketing) offer the greatest potential for improvement. Such initiatives will help sustain steady demand for Arabica, Robusta, and Liberica coffee from Jambi, while simultaneously strengthening the connection between coffee farmers and the urban market.

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