

Green Marketing Analysis of Fore Coffee Purchasing Decisions With Green Products as Mediating Variables (Survey on Fore Coffee Consumers In The City of Sukabumi)

Aufa Salwa Hidayat¹, Dicky Jhoansyah², Kokom Komariah³

^{1,2,3}Muhammadiyah University Sukabumi, Indonesia

Email: salwa02@ummi.ac.id, dicky.jhoansyah@ummi.ac.id, ko2mpuspa@ummi.ac.id

Abstract

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This study aims to analyze the impact of Green Marketing on Fore Coffee Purchase Decisions, with Green Product as a mediating variable. In the context of increasing consumer awareness of environmental issues, a marketing strategy that focuses on sustainability is becoming increasingly important. The method used was a survey with a questionnaire distributed to 135 respondents of Fore Coffee consumers in Sukabumi City. The data obtained was analyzed using path analysis to test the relationship between the variables studied. The results of the study show that Green Marketing has a positive and significant influence on Green Products, and Green Products also have a positive effect on Purchase Decisions. In addition, Green Product serves as a mediating variable that strengthens the relationship between Green Marketing and Purchase Decisions. These findings suggest that an effective Green Marketing strategy can improve Green Products and in turn, influence consumer Purchasing Decisions. This research provides insights for companies in designing marketing strategies that are more sustainable and responsive to the needs of consumers who care about the environment.

INTRODUCTION

The coffee industry has undergone significant development in recent years. In 2022, Indonesia became the fourth largest coffee producer in the world and also the fourth largest coffee exporter (Lathifah et al., 2023). The public's interest in trying various types of coffee from all regions in Indonesia encourages the development of coffee businesses, including *coffee shops*. Consumers who want to explore new experiences at *coffee shops* also increase their knowledge about different types of coffee (Sofiatunnisa, 2024). With the increasing awareness of environmental issues, many people are looking for locations that support sustainability principles, such as eco-friendly cafes, eco-cafes implementing various practices to support the environment, such as using organic materials, reducing waste, and supporting local farmers, they also seek to educate visitors about the importance of sustainability. According to (Made Dwiyanas Rasuma Putri et al., 2021) Fore Coffee is one example of a café that implements a *go-green system* and has a name that means forest. Fore Coffee develops innovative concepts with three focuses: futuristic (modern/innovative), environmentally friendly, and superior quality.

Healthy lifestyle campaigns that are increasingly popular have made healthy living trends, including in food and beverage selection, more common. This has resulted in an increase in the need and demand for healthy and organic food and beverages. However, companies face challenges in raw material selection, production processes, and waste management, especially with global attention to environmental damage. The use of single-use plastic packaging that is difficult

to decompose is harmful to the environment, causing the accumulation of plastic waste that pollutes the oceans, forests, and landfills (Landfills) (Mutia, 2023).

Purchase decisions are greatly influenced by consumer behavior, so purchase decision analysis is important for companies in marketing their products. According to (Rahmi et al. 2021), companies need to understand consumer behavior in their target market, as current purchasing decisions vary and are influenced by healthy lifestyle campaigns as well as environmental awareness. The decision-making process in purchasing is influenced by consumer behavior, which is an attempt to solve problems to meet their needs or desires (Sisnuhadi & Sirait, 2021).

According to (Rahmi et al. 2021), purchasing decisions reflect consumer behavior that adopts environmentally friendly principles. Consumers are expected to implement eco-friendly measures known as the 3Rs (Reduce, Reuse, and Recycle). Purchasing decisions are usually made by consumers based on their wants and needs. If the company cannot meet this, it is likely to experience a decline in product sales (Kokom Komariah, Sansan Hasanah, 2019).

METHODS

This research method uses a quantitative method with a causal descriptive approach, which explains the relationship between variables objectively through statistical analysis theory. The research began with the preparation of research instruments, the collection of primary data through surveys, and data analysis using statistical methods to test the relationship between *Green Marketing* and *Green Product* with Fore Coffee Purchase Decisions. The population in this study is Fore Coffee consumers in Sukabumi City, with samples taken using purposive sampling techniques. The sample criteria are consumers who have consumed Fore Coffee and are willing to fill out a questionnaire. The number of samples is determined using the Hair formula with the number of calculated samples which multiplies the number of indicators by a factor of between 5-10.

Data was collected through a structured questionnaire that included statements relating to the level of *Green Marketing*, *Green Product*, Purchase Decisions, and respondents' demographic characteristics. The measurement of variables uses a Semantic Differential scale of 1-7, where 1 means "strongly disagree" and 7 means "strongly agree". The variables measured included *Green Marketing*, *Green Product*, Purchase Decisions, Marketing Management, and Consumer Behavior. *Green Marketing* dimensions, including Harmful Element Free products, Product packaging, Recyclable. Meanwhile, *Green Products* include, *Green pricing*, *Green place*, *Green Promotion*. Purchase decisions include, Comparing products, Evaluating alternatives, Post-purchase behavior.

This data analysis is carried out through several stages. First, a descriptive analysis was carried out to describe the characteristics of respondents statistically. Furthermore, validity and reliability tests were carried out using the evaluation of the measurement model (*outer model*) on SmartPLS 3, which included convergent validity (with AVE > 0.5), constructs considered to have high reliability if the composite reliability value > 0.70, and an indicator considered reliable if Cronbach's alpha value > 0.70.

To test the relationship between variables, structural regression analysis (Structural Equation Modeling / SEM-PLS) was carried out with SmartPLS. Path Analysis is used to measure *Green Marketing* Analysis of Purchase Decisions and *Green Products* as a Mediation variable, both directly and indirectly.

The results of the analysis are presented in the form of SmartPLS 3-based tables that are equipped with clear and in-depth interpretations. With this approach, this study is expected to

provide comprehensive insights into *Green Marketing* Analysis of Purchase Decisions and *Green Products* as a Mediation variable by Fore Coffee consumers in Sukabumi City.

RESULTS AND DISCUSSION

Descriptive Analysis

Descriptive analysis brought together in a single table covering sex and age based on 135 respondents:

Table 4.1 Characteristics of Respondents

Characteristic	Sum	Percentage
Gender		
Man	66	48,8%
Woman	69	51,1%
Age		
15–19	8	5,9%
20-24	90	66,6%
25-29	29	21,4%
30-34	6	4,4%
35-39	-	-
>40	2	1,4%

Source: Processed Researcher, 2025

Based on table 4.1, it can be seen that Fore Coffee's male consumers are 66 people or 48.8%. Meanwhile, for Fore Coffee consumers, 69 people or 51.1% are female. The dominant age of Fore Coffee consumers is 20-24 years old with the highest number, which is 90 people or 66.6%.

External Model Testing

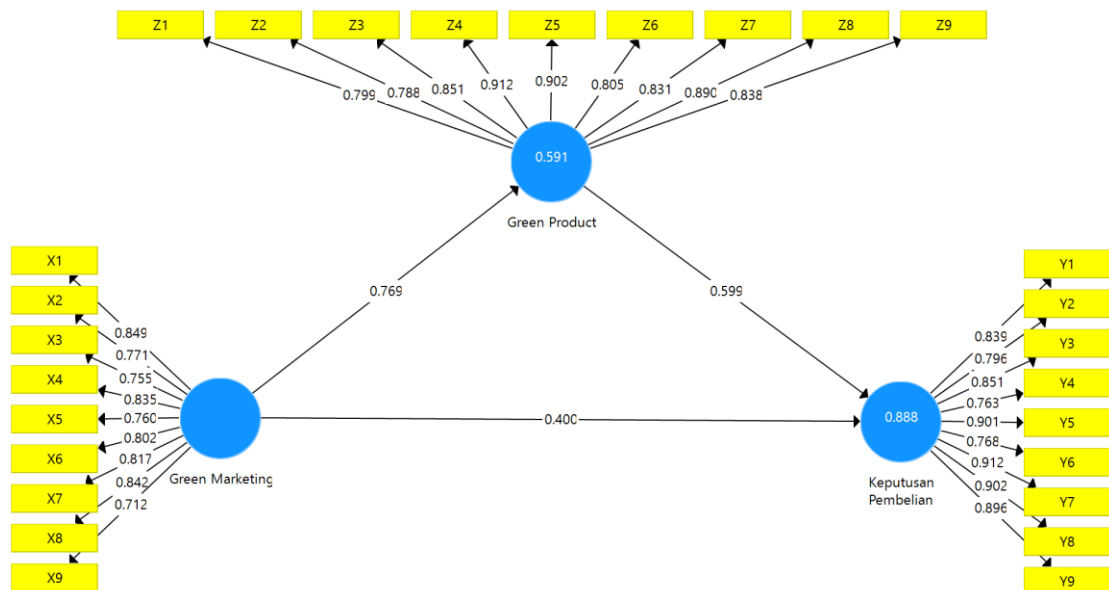


Figure 4.1 PLS Model Path Diagram

Source: Processed Researcher, 2025

The image above is a representation of a structural model that shows the relationship between the variables "Green Marketing", "Green Product", and "Purchase Decision". This model uses the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach to test the relationships between latent variables.

Figure 4.2 Loading Factor Value Results

Variable Latent	Indicators	Loading Factor	Information
Green Marketing	X1. Price suitability to market segments	0,849	Valid
	X2. Balance between quality and price	0,771	Valid
	X3. Competitive price with for mass market	0,755	Valid
	X4. Ease of booking on digital platforms	0,835	Valid
	X5. Collaboration with eco-friendly points of sale	0,760	Valid
	X6. Easy access to products at the point of sale	0,802	Valid
	X7. Inclusion of recycling information	0,817	Valid
	X8. Consumer education programs	0,842	Valid
	X9. Promotion of eco-friendly products	0,712	Valid
Green Product	M1. The product is free of toxic chemicals	0,799	Valid
	M2. Products that support environmental conservation	0,788	Valid
	M3. Availability of transparent information about the source of raw materials	0,851	Valid
	M4. Clear and easy-to-understand information about product safety	0,912	Valid
	M5. The packaging used is made of eco-friendly materials	0,902	Valid

Purchase Decision	M6. Product packaging uses materials that reduce the use of plastic	0,805	Valid
	M7. Buying products that can be recycled because of the positive impact on the environment	0,831	Valid
	M8. Clear and easy-to-understand recyclable information	0,890	Valid
	M9. Recyclable packaging is of good quality	0,838	Valid
	Y1. Assess the quality of products based on their materials and durability	0,839	Valid
	Y2. Assess the adoption of eco-friendly and sustainable practices by products or sellers	0,796	Valid
	Y3. Assess the quality of product materials before purchasing	0,851	Valid
	Y4. View consumer reviews and ratings to understand other users' experiences	0,763	Valid
	Y5. The number of reviews can reflect the popularity of the product or service	0,901	Valid
	Y6. Find common issues in reviews	0,768	Valid
	Y7. How often a customer makes a repeat purchase after the first transaction	0,912	Valid
	Y8. Customers' tendency to buy back	0,902	Valid
	Y9. Customers' tendency to share their experiences on social media	0,896	Valid

Source: Processed Research, 2025 (Using SmartPLS 3)

Table 4.2 above indicates that each indicator in this research questionnaire meets the criteria for convergent validity. Furthermore, to test the convergent validity of a model, the *average variance extracted* (AVE). The following is a table that presents the AVE values discussed in this study.

Table 4.3 AVE Analysis Results

Variable	Average Variance Extracted (AVE)
Green Marketing	0,632
Green Product	0,718
Purchase Decision	0,722

Source: Processed by Researcher, 2025 Using SmartPLS 3)

Referring to table 4.3 above, all variables in this study met the criteria for convergent validity, which can be seen from the AVE value of each which exceeded 0.5. The AVE value should be at least 0.5 in order to reflect the internal relationships between indicators in the latent variable construct, as well as to show the discriminant validity of each construct (Ayatulloh & Khairunnisa, 2022). Therefore, it can be concluded that all variables contained in this study meet these criteria.

Table 4.4 Reliability Test Results

Variable	Composite Reliability	Cronbach's Alpha	Information
Green Marketing	0,939	0,927	Reliable
Green Product	0,958	0,951	Reliable
Purchase Decision	0,959	0,951	Reliable

Source: Processed Research, 2025 (Using SmartPLS 3)

Based on table 4.4 above, all variable indicators show good reliability, because the combined value of reliability for each variable is more than 0.7. Therefore, the research data can be considered reliable because it meets *the composite reliability criteria*.

Evaluation of Structural Models (Inner Model)

After testing the *outer model*, the next step is to test the *inner model*. This test aims to understand how the constructs, significant values, and r-square values of the research model are. The evaluation of this structural model is known as the *inner model*, which shows the interaction between latent variables based on the substantive theory of the research. This test covers the following aspects:

1. Coefficient of Determination (R^2)

The t-square test (R^2) was performed to calculate the squared correlation between the actual variable and the prediction variable on the endogenous variable, with the aim of evaluating the accuracy of the model's prediction. The R-Square value ranges from 0 – 1, which indicates how much influence independent variables have on dependent variables. The R-Square rating criteria were 0.75 (high), 0.5 (medium), and 0.25 (low) (Hair, et al., 2023).

Table 4.5 Table r-square

Variable	R-Square	Information
Green Product	0,591	Keep
Purchase Decision	0,888	Tall

Source: Processed Research, 2025 (Using SmartPLS 3)

Based on table 4.5, the r-square value (coefficient of determination) of *the green product* (m) is 0.591, which means that the perceived value of the purchase decision is medium. The r-square value for the purchase decision variable (y) is 0.888, which indicates that the perceived value of *green marketing* and *green products* together can influence high-category purchasing decisions.

2. Effect Size (f-square)

The *F-square test* is performed to find out how much influence endogenous latent variables have on exogenous latent variables. The F-Square value categories are 0.02 (small), 0.15 (medium), and 0.35 (large) (Kock & Hadaya, 2018).

Table 4.6 Effect Size Results

Variable	X	M	Y
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Green 1,4430,582
Marketing
Green 1,307
Product
Purchase
Decision

Source: Processed Research, 2025 (Using SmartPLS 3)

In table 4.6, there are effect size calculations that show that the influence of *green marketing* on purchase decisions with a value of 0.582 can be included in the large category, and the influence of *green products* on purchase decisions with a value of 1.307 can be categorized as large.

Table 4.7 Summary of Influences

	Original Sample (O)	Sample Red (M)	Standard Deviation	T Statistic (O/STDEV)	P Value
X > Y	0,400	0,408	0,078	5.144	0,000
M > Y	0,599	0,592	0,075	7.954	0,000
X > M > Y	0,460	0,455	0,052	8.867	0,000

Source: Processed Research, 2025 (Using SmartPLS 3)

Based on Table 4.7, it can be seen that Green Marketing and Green Product have a significant influence on Purchase Decisions, and Green Marketing has a significant influence on Purchase Decisions through Green Products.

DISCUSSION

This research was conducted using a marketing management approach. The research was conducted using three types of variables, namely independent variables (*Independent Variable*), mediation variables, and bound variables (*Dependent Variable*). For this, the variables in this study are *Green Marketing*(X), *Green Product*(M), purchase decision (Y). This research was conducted on Fore Coffee consumers in Sukabumi City.

1. The influence of *green marketing* on purchasing decisions

Hypothesis testing can be seen from table 4.7 that the t-statistical value of 8,867 in the hypothesis test between *the green marketing* variables on the purchase decision showed a value of 5,144 > 1,654. Based on the results of the hypothesis test, it shows that there is a significant influence between *green marketing* on purchase decisions. This is in line with research conducted by (Panji Ragatirta & Tiningrum, 2020) the results of this study found that there is an influence between *green marketing* on purchase decisions.

2. The influence of *green products* on purchase decisions

Hypothesis testing can be seen from table 4.7 that the t-statistical value of 7,954 in the hypothesis test between *the green product* variables against the purchase decision was 7,954 > 1,654. Based on the test results, it can be concluded that there is a positive and significant influence between *green products* on purchase decisions. This is in line with the research (Suparno et al., 2024) the results of the study are said to be partially positive and significant to purchasing decisions.

3. The effect of *green product* mediation in the relationship of *green marketing* on purchasing decisions

Testing the hypothesis can be seen from table 4.7 that the t-statistical value is 8.867 > 1.654. Based on the results of the hypothesis test, it shows that there is a significant influence between *green marketing* on purchasing decisions through *green products*. Based on this, it can be interpreted

that the influence is not only direct, but also occurs through a mediation mechanism involving *green products*. This means that *positive green marketing* does not only build trust directly, but also indirectly through *green products*, which is felt, in other words, the better *the green product* provided by the company, the more likely customers are to feel satisfied, and this satisfaction ultimately strengthens trust in the company.

CONCLUSION

Based on the results of research that has been carried out on *Green Marketing* on the purchase decision of Fore Coffee through *Green Product* As a mediation variable, the following conclusions can be found:

1. *Green Marketing* has a significant influence on purchasing decisions. This means that a strategy that focuses on environmentally friendly aspects can increase consumer interest and commitment to buy the product. Thus, the application of *green marketing* principles can be a key factor in attracting consumers and increasing sales of Fore Coffee products.
2. *Green Products* have a significant influence on purchasing decisions. This means that consumers tend to prefer environmentally friendly products, so the application of *green product* principles can increase attractiveness and purchase decisions. Therefore, a marketing strategy that emphasizes sustainability and eco-friendliness can be the key to increasing sales of Fore Coffee products.
3. *Green Marketing* has a significant effect on purchasing decisions through *green products*. This means that marketing strategies that emphasize the eco-friendly aspect not only increase consumer awareness of the product, but also encourage more positive purchasing decisions. Thus, companies that implement *green marketing* and offer environmentally friendly products can increase consumer attractiveness and loyalty, as well as encourage sales growth.

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