

Examining the Effectiveness of Reusable Tumblers in Kopi Tuku's Green Marketing Approach to Drive Consumer Repurchase Intention

Siti Duwiyanti^{1*}, Ali Hanafiah²

Faculty of Economics and Business, Universitas Mercu Buana

Corresponding Author: Siti Duwiyanti sitiduwiyanti660@gmail.com

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ABSTRACT

Coffee shops are popular among Generation Z as increasing environmental awareness drives green marketing strategies. This study aims to examine the influence of Green Brand Image, Green Trust, and Green Perceived Value on Repurchase Intention of Kopi Tuku Using Green Packaging in Jabodetabek. This study uses a quantitative approach by distributing questionnaires through Shout.com and using purposive sampling techniques. The sample was determined using the Hair et al. formula and obtained 171 respondents. Analysis using Partial Least Square (PLS) 4.0 shows that all variables have a positive and significant effect on repurchase intention: Green Brand, Green Trust, and Green Perceived Value. The research results show that the three variables play an important role and can be used as a company marketing strategy.

INTRODUCTION

In the current era of globalization, economic growth continues to increase, triggering the emergence of various new types of businesses, which has an impact on increasing competition between companies, including in the Food and Beverage (F&B) sector. The growth of the F&B business is increasing because it has become part of the lifestyle of people, including students, in their daily activities. As the times progress, people are encouraged to look cooler and trendier. The Food and Beverage industry includes all companies engaged in food processing, packaging, distribution, and product presentation to consumers. This industry includes all types of businesses that make food or beverages the core of their business, such as restaurants, cafes, fast food outlets, food stores, catering businesses, food delivery services, and various other forms of business (Zuhdi & Kesuma, 2022).

Business competition is getting fiercer today, especially among companies engaged in similar industries, so it is important to understand and adjust to consumer needs to continue to attract consumers. Companies that implement marketing strategies must pay serious attention to factors that affect consumer behavior and purchase intentions, so that product marketing efforts run optimally. One way to achieve business goals is to understand the needs and expectations of consumers or target markets, and ensure consumer satisfaction more effectively and efficiently compared to competitors. Companies must be creative and innovative in creating and developing products according to market preferences. This is especially important for the food and beverage industry, where consumer tastes are easily changing, so continuous innovation is needed to stay ahead and become the main choice of consumers (Pujiati et al., 2023).

One of the popular business trends is coffee shops. This is the number of coffee shops that have sprung up, both those that are internationally famous and those from the local area.



Figure 1. Coffee Consumption in 1 day

Source: Goodstats

Based on a Goodstats survey in 2024, 40% of Indonesian respondents will drink 2 cups of coffee per day. Another 29% drink 1 cup per day and 23% of Indonesian respondents drink 3 cups of coffee per day. And also as many as 9% of respondents drink more than 3 cups of coffee per day. The high level of coffee consumption in Indonesia shows that coffee has become a part of the daily routine of the Indonesian people. High caffeine tolerance is one of the factors that drives the high level of coffee consumption in Indonesia, so that people find it difficult to do activities without the presence of coffee (Yonatan, 2024).

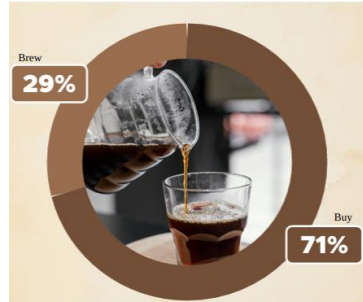


Figure 2. Coffee Consumption, Buying or Brewing Yourself

Source: Goodstats

Based on the results of a Goodstats survey in 2024, 71% of Indonesians prefer to buy coffee rather than brew their own coffee with 29%. Although making your own coffee at home saves more money, the taste of coffee sold at coffee shops is much different because it is made using a machine or special tools. It shows a high purchase intention for coffee products in stores, making it the main choice for many consumers.

In addition to developing a business, coffee companies also need to think about the concept Green Marketing. Concepts Green Marketing can help attract consumers' attention and improve the company's image. One of the impacts that needs to be considered is the increasing volume of plastic waste from coffee packaging. Based on data from the National Waste Management Information System (SIPSN), in 2024 the total waste generation in Indonesia reached 33,62 million tons with 60.09% of it being managed successfully per years. Environmental awareness is increasing, especially among Generation Z. A survey conducted by JakPat and published by Statista (2024) found that 56% of Indonesian Gen Zers routinely bring their own drinking bottles (tumblers) as part of their waste reduction efforts. This demonstrates environmental awareness, which opens up opportunities for coffee shops to implement sustainable practices (Lumwartono & Hanafiah, 2025).

Kopi Tuku is one of the emerging brands in the fourth wave and is a coffee shop offering takeout. Kopi Tuku stores implement an environmentally friendly concept by using green packaging. Thanks to its good commitment, Kopi Tuku switched to using cups made from 100% recycled plastic, which is more environmentally friendly, and the use of green tumbler packaging, where consumers can buy Kopi Tuku using the tumbler they brought. The replacement of Tuku's new packaging aims to optimize waste management and have a positive impact on the environment.

By 2024, Kopi Tuku will have 46 coffee shops in the Jabodatabek and East Java areas (Satria & Nuky, 2024). However, compared to its competitors, the number of Tuku coffee outlets is very small compared to other coffee competitors. The number of coffee shops that have sprung up in Indonesia creates high competition and causes each coffee shop to create various strategies to remain chosen by consumers. The Top Brand Index is measured through several aspects, namely market share which reflects the strength of the brand in the market based on customer purchasing behavior. Market share is one of the

assessment indicators for the Top Fire Index. In 2023, a report on Market Share coffee shops were conducted by Indonesia data through a survey of 1,900 respondents in several cities. Figure 3 will illustrate the results of the survey.



Figure 3. Market Share of Contemporary Coffee Shops by Total 2023

Source: *indonesiadata.id*

The market data was obtained from the respondents' consumption levels. For the market share of these several regions, it is known that the promise of soul dominates the market with a market share percentage of 45.9%, in second place is occupied by Kopi Kenangan with a percentage of 38.7%, third place is occupied by Upnormal Coffee Roaster with a percentage of 9.9%, the fourth place is occupied by the coffee shop Kopi Kulo with a percentage of 2.4%, and then the fifth place is occupied by Kopi Tuku with a percentage in market share of 0.8%. The market share percentage of Kopi Tuku which is still relatively low can be an indication that people in Indonesia, especially in the areas of Jakarta, Semarang, Surabaya, Medan and Makassar have less interest in consuming Kopi Tuku than their competitors can explain that their competitors such as Janji Jiwa, Kopi Kenangan, and Upnormal Coffee Roasters who have a high interest in consumption. Although Kopi Tuku is widely known as one of the pioneers of contemporary milk coffee in Indonesia, sales data shows a lacking trend in recent periods. This decline indicates a number of challenges in maintaining consumer interest, especially in repurchase intentions. Low repurchase rate.

Every consumer purchase is shaped by an underlying intention. Purchase intention is widely recognized as an effective predictor of consumer behavior, reflecting the likelihood of acquiring a specific product or service. A strong intention tends to translate into concrete actions or behaviors in the future. Likewise, when consumers develop a repurchase intention, it is likely to manifest in actual repeated purchases of the same brand over time (Fitriani, 2024).

Based on the findings, it shows that there is a research gap to be further researched. Green Brand Image has a positive and significant effect on repurchase intention Pramesti & Bernarto (2024), Aisyah & Shihab (2023) Green brand image has a positive and significant effect on green repurchase intention through attitude towards green products Mitariyani et al., (2022) Green Brand Image has no effect on repurchase intention. Green Trust has a positive and significant effect on green product sustainability green repurchase intention Harisnanda & Djumarno (2025), Green Trust has no effect on repurchase intention Tarabieh (2021). Green Perceived Value has a positive and significant effect on repurchase intention Owen et al., (2025), previous research Manalu et

al., (2025) Green Perception Value has a positive and significant effect on Green Repurchase Intention of green products, Pranatasari & VW (2025) Green Perceived Value has no effect on repurchase intention. Therefore, this researcher aims to re-examine the influence of Green Brand Image, Green Trust, and Green Perceived Value, so that it can contribute to clarifying the relationship between these variables.

LITERATURE REVIEW

SOR (Stimulus Organism Response) Theory

According to Giantari et al., (2025) the Stimulus Organism Response (SOR) theory was proposed by Woodworth as an extension of the classical theory of the stimulus-response model suggested by Pavlov. The SOR model consists of three constructs, namely stimulus, organism, and response, which determine the behavioral outcome of an event. The S-O-R theory has been widely applied in consumer behavior research because it helps explain the relationship between stimulus, organism and response Li et al., (in Hanafiah et al., 2024). In the context of consumer behavior, this SOR theory can be used to explain how various factors, both internal and external, can influence consumer purchasing behavior. The SOR (Stimulus, Organism, Response) theory has three elements, namely: stimulus (S) is the message conveyed, Organism (O) is the party that can receive the message, and Response (R) is what can be influenced by the message of liking or not liking the message after going through the process of attention, understanding, and acceptance. In this study, the relationship with SOR includes the stimuli or influences referred to as Green Brand Image, Green Trust, and Green Perceived Value. The communication (Organism) is the consumer's evaluation of the value and trust in the product, and the effect (Response) is the intention to repurchase Toko Kopi Tuku.

Generation Z

According to Sastra et al., (2023) Generation Z is a generation that grew up amidst technological advances, starting from the use of gadgets to the internet and all its contents, so that this generation lives in a modern and sophisticated digital era. According to Malini (2021), generation z is an important purchasing group because most of them prefer practical actions and don't think too much before buying. Several studies have also explored the behaviors of Gen Z in Indonesia, highlighting key factors that shape their consumer choices (Hanafiah & Djabbar, 2024; Fortunata & Hanafiah, 2024; Hanafiah et al., 2024; Hanafiah et al., 2023).

Green Marketing

According to Taali & Maduwinarti (2024) Green Marketing is a marketing strategy that focuses on promoting and selling products or services that have a positive impact on the environment. Issues such as sustainability, energy efficiency, recycling, and eco-friendly materials are the main highlights in green marketing. The relationship with the green issue is the company's efforts to align its marketing activities with the environmental values embraced by today's

society. By building a company image that cares about the environment, Green Marketing It is not only a tool to increase sales but also contributes to consumer awareness of environmental issues. According to Handayani et al., (2025) Green marketing is a strategic step taken by the company in order to improve human welfare based on the environment globally. In conclusion, green marketing is a marketing strategy that focuses on environmentally friendly products or services. The goal is not only to increase sales but also to preserve nature and raise public awareness of the importance of the environment. Through transparent communication about sustainable business practices, companies can build strong consumer loyalty and have a positive impact on the environment. Green marketing is a crucial part of shaping the public's mindset towards sustainability and creating more sustainable business opportunities in the long term.

Green Packaging

According to Rini (2022), green packaging is part of a company's green practices. Green products are those that are harmless to human health and the environment. Green products are always associated with the use of raw materials that are considerate of future generations, aiming to reduce waste from the process through the product's life cycle. Green products are always environmentally oriented. Rinnanik et al., (2022) argue that green products are inherently long-lasting, non-toxic, made from environmentally friendly and recyclable materials, and packaged simply and minimally. Examples of green products on the market include eco-friendly cars, energy-efficient electronics, beauty care products, cosmetics, plastic water bottles, food, beverages, environmentally friendly fuels, packaging, recycled products, tissues, and others. The use of green packaging, such as tumblers or reusable cups, can help reduce the amount of single-use beverage packaging waste, enabling consumers to participate in environmental preservation. The use of tumblers or reusable cups can be used continuously when purchasing coffee so that the use of single-use plastic waste produced can be reduced (Damastuti et al., 2021).

Repurchase Intention

According to Das (in Hanafiah & Ahmad, 2021), intention is referred to as a guide or plan made by people themselves to act in certain behaviors. According to Amerta & Warmika (2023) repurchase intention is a consumer behavior that shows a desire to do business again in the future or buy the same purchased product. Repurchase intention is defined as an interest that exists in a customer based on experience in the past when the customer made a previous purchase. According to Febrianty et al., (2023) repurchase intention is a condition that the customer makes a purchase at least once and has the desire to buy again.

Green Brand Image

According to Wajdi et al. (in Hanafiah et al., 2023), brand image is the impression attached to a brand that appears in the minds of consumers. A positive brand image in the minds of consumers can increase their intention to purchase goods from that brand. According to Lee et al., (2024) Green Brand

Image is a consumer's view of a brand that is considered to have a commitment to an environment, through environmentally friendly products, services, and business operations, thus forming a positive impression in the minds of consumers. According to Pramesthi & Bernarto (2024) Green Brand Image is a positive consumer perception of a brand that shows concern for environmental sustainability. Includes reputation, environmental values, and sustainable practices implemented by the brand that influence consumer intentions to repurchase products or use environmentally friendly services.

Based on the results of previous research Zaytun & Sari (2022) In his research, he stated Green Brand Image have a positive and significant effect on Repurchase Intention. Based on the results of research from Pramesthi & Bernarto (2024) shows that Green Brand Image has a positive and significant effect on Green Repurchase Intention. Based on the research results Aisyah & Shihab (2023), green brand image has a positive and significant effect on green repurchase intention through attitude towards green products. Based on the research results Syukri et al., (2025), brand image has a positive and significant effect in mediating the influence of green products on repurchase intention. And research Diccio & Sihombing (2023) stated that the Green Brand Image has a positive and significant effect on Green Repurchase Intention. Based on the results of previous research, the following hypotheses can be formulated:

H1: Green Brand Image has a positive and significant effect on Repurchase Intention.

Green Trust

According to Asusti (2024) Green Trust is a willingness or a desire to depend on a particular product, service or brand based on their expectations and views, as a result of the reputation, goodness, ability of the product, service or brand to maintain and preserve the environment. According to Marques & Dewi (2022) Green Trust is the will to depend on a product or service or brand based on beliefs or expectations built from credibility, good deeds, and proficiency related to environmental performance. The more information consumers get about the benefits of a product, the higher their trust in the product, which ultimately leads to repurchases.

Based on the results of the study Mitariani et al., (2022) Show Green Trust have a positive and significant effect on Repurchase Intention. Results of previous research Mawardi et al., (2024) stated that Green Trust has a positive and significant effect on Repurchase Intention. Based on research results Harisnanda & Djumarno (2025), Green Trust has a positive and significant effect on green product sustainability green repurchase intention. And previous research Manalu et al., (2025) In his research, Green Trust has a positive and significant effect on Green Repurchase Intention. Based on the results of previous research, the following hypotheses can be formulated:

H2: Green Trust has a positive and significant effect on Repurchase Intention

Green Perceived Value

According to Owen et al., (2025) Green Perceived Value is the benefits and views that consumers feel as a whole after they judge or evaluate an environmentally friendly product. According to Zeithaml in Mada et al., (2021) Green Perceived Value is a comprehensive consumer assessment of the benefits of a product and service based on the desire for the environmental conditions desired by consumers, with sustainable expectations, and green needs.

Based on Research Results Owen et al., (2025) found that Green Perceived Value has a positive and significant effect on green repurchase intention. Results of previous research Anom et al., (2024) In his research, he stated Green Perceived Value have a positive and significant effect on Repurchase Intention. And previous research Manalu et al., (2025) Green Perception Value has a positive and significant effect on Green Repurchase Intention of green products. Based on the results of previous research, the following hypotheses can be formulated:

H3: Green Perceived Value has a positive and significant effect on Repurchase Intention

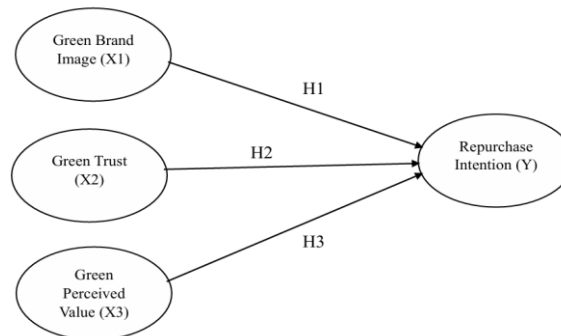


Figure 4. Research Framework

Source: Data processed by researchers (2024)

Based on Figure 4, the conceptual framework above illustrates the influence of Green Brand Image (X1), Green Trust (X2), and Green Perceived Value (X3) on Repurchase Intention (Y). Therefore, based on the relationship between the variables of the research framework, the following hypotheses were formulated: H1: Green Brand Image has a positive and significant effect on Repurchase Intention.

H2: Green Trust has a positive and significant effect on Repurchase Intention.

H3: Green Perceived Value has a positive and significant effect on Repurchase Intention.

METHODOLOGY

This study uses a quantitative causal research design to test the influence of independent variables, namely Green Brand Image (X1) with indicators measured using indicators adapted from Pramesthi and Bernarto (2024), Green Trust (X2) measured using indicators adapted from Mitariani et al., (2022), and Green Perceived Value (X3) measured using indicators adapted from Riva et al., (2022), on the dependent variable Repurchase Intention (Y) measured using indicators adapted from Mitariani et al., (2022).

The measurement scale used in this study is the Likert scale. This study uses the Likert scale because it makes it easier for respondents to answer questions in the questionnaire. The population of this study is those who have made purchases at the Tuku Coffee Shop in the Jabodetabek area. The sample taken in this study was using the Non-Probability method using the sampling technique in this study, namely purposive sampling and the number of respondents was 171 people. In the sample of this study, Tuku Coffee consumers who have bought and used the sample criteria, namely Having purchased Tuku Coffee, Generation Z aged between 17-28 years, Respondents domiciled in the Jabodetabek. The data collection method used is a questionnaire technique. Data analysis was carried out using Partial Least Square (PLS) software version 4.0. Based on the theoretical study, the operational definitions of the variables in this study are as follows table 1.

Table 1. Operational Variables

Variable	Items	Reference
Green Brand Image	GBI1. Kopi Tuku is known by many people. GBI2. Kopi Tuku's environmental reputation is outstanding. GBI3. The Kopi Tuku brand is easy to remember. GBI4. Kopi Tuku's environmental commitment is trustworthy.	(Pramesthi & Bernarto, 2024)
Green Trust	GT1. I feel that the reputation of the Kopi Tuku environment is generally reliable. GT2. I feel that the performance of this Tuku Coffee Shop is generally reliable. GT3. I feel that the environmental claims of Kopi Tuku are generally trustworthy. GT4. The environmental concern of this Tuku Coffee Shop meets your expectations. GT5. Toko Kopi Tuku keeps its promise and commitment to environmental protection.	(Mitariyani et al., 2022)
Green Perceived Value	GPV1. Kopi Tuku provides the expected eco-friendly attributes. GPV2. Kopi Tuku saved me time when ordering here. GPV3. The effort or energy required to buy Tuku coffee is low. GPV4. Recycling bins are available at Kopi Tuku. GPV5. The drinks I bought here were good purchases in terms of eco-friendly attributes and the shrimp I put out.	(Riva et al., 2022)
Repurchase Intention	RI1. I consider Kopi Tuku eco-friendly products as my first choice. RI2. I will use Kopi Tuku products again in the future. RI3. With the changing environment today, I intend to use environmentally friendly Kopi Tuku. RI4. I will buy back the eco-friendly Kopi Tuku. RI5. With the current changing environment, I am considering using eco-friendly Kopi Tuku in the future.	(Mitariyani et al., 2022)

RESEARCH RESULT
Convergent Validity

Table 2. Convergent Validity Test Results

Variable	Items	AVE	Outer Loadings	Cronbach's alpha	Composite reliability (rho_a)
Green Brand Image (X1)	GBI1	0.699	0.852	0.834	0.835
	GBI2		0.786		
	GBI3		0.800		
	GBI4		0.832		
Green Trust	GT1	0.674	0.866	0.879	0.885
	GT2		0.805		
	GT3		0.778		
	GT4		0.853		
	GT5		0.800		
Green Perceived Value	GPV1	0.619	0.838	0.845	0.849
	GPV2		0.790		
	GPV3		0.700		
	GPV4		0.798		
	GPV5		0.800		
Repurchase Intention	RI1	0.620	0.799	0.846	0.850
	RI2		0.799		
	RI3		0.807		
	RI4		0.812		
	RI5		0.717		

Source: PLS 4.0 Management Results

The convergent validity test in PLS is carried out by assessing reflective indicators based on the value of the loading factor. An indicator is considered to have good validity if its value is more than 0.7. And the value of Average Variance Extracted (AVE), a contract, is declared valid if the AVE value exceeds 0.5. In addition, measuring the Alpha Cronbach value and Composite Reliability stated a reliability value of more than 0.70 (Ghozali & Kusumadewi, 2023).

Based on table 2, the outer loading value can be seen that all indicators on each contract have a loading factor value above 0.7. This shows that all indicators in this study can be declared valid and meet the requirements of convergent validity. And the AVE value indicates that all of these variables used have values greater than 0.5. It can be concluded that the variables in the table are considered valid and accepted. In addition, the results of the Composite Reliability and Cronbach Alpha tests have values above 0.7. Therefore, all latent variables are said to be reliable and have good reliability.

Discriminant Validity

Table 3. Results of the Discriminant Validity Test (Fornell Larcker)

	Green Brand Image (X1)	Green Perceived Value (X3)	Green Trust (X2)	Repurchase Intention (Y)
Green Brand Image (X1)	0.818			
Green Perceived Value (X3)	0.618	0.787		
Green Trust (X2)	0.690	0.663	0.821	
Repurchase Intention (Y)	0.682	0.663	0.710	0.787

Source: PLS 4.0 Management Results

Based on table 3 above, it shows that all construct values are higher than the correlation between other constructs. Therefore, the model can be declared to have a discriminant validity value that is met and the result is acceptable (Ghozali & Kusumadewi, 2023).

Table 4. Results of the Discriminant Validity Test (HTMT)

	Green Brand Image (X1)	Green Perceived Value (X3)	Green Trust (X2)	Repurchase Intention (Y)
Green Brand Image (X1)				
Green Perceived Value (X3)	0.736			
Green Trust (X2)	0.806	0.765		
Repurchase Intention (Y)	0.808	0.781	0.816	

Source: PLS 4.0 Management Results

Based on Table 4, it shows that all Heterotrait Monotrait Ratio (HTMT) values have values below 0.9. All constructs are declared to have met the discriminant validity criteria and showed good results (Ghozali & Kusumadewi, 2023).

Table 5. Hypothesis Testing Results

Variable	Original Sampel (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics	P Values	Result
Green Brand Image (X1) -> Repurchase Intention (Y)	0.286	0.286	0.067	4.248	0.000	Accepted
Green Trust (X2) -> Repurchase Intention (Y)	0.340	0.347	0.081	4.200	0.000	Accepted

Green Perceived Value (X3) -> Repurchase Intention (Y)	0.261	0.253	0.070	3.723	0.000	Accepted
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Source: PLS 4.0 Processing Results

Hypothesis testing techniques are useful for examining the significance of relationships between latent constructs in a structural model. Hypothesis testing in this study uses a method that examines the t-statistic value in path analysis. A hypothesis is considered supported (significant) if the t-statistic value is >1.96 and the P-value is <0.05 (Ghozali & Kusumadewi, 2023).

Based on the results of the hypothesis test in table 4.20, The results of the hypothesis test on the Green Brand Image variable obtained an original sample value of 0.286, a t-statistical value of 4.248 and a p value of 0.000. Therefore, it can be concluded that the Green Brand Image variable has a positive and significant effect on repurchase intentions.

The results of the hypothesis test on the Green Trust variable obtained an original sample value of 0.340, a t-statistic value of 4.200, and a p-value of 0.000. It was concluded that the Green Trust variable had a positive and significant effect on repurchase intentions.

The results of the hypothesis test on the Green Perceived Value variable obtained an original sample value of 0.261, a t-statistical value of 3.723, and a p value of 0.000. Therefore, it can be concluded that the Green Perceived Value variable has a positive and significant effect on repurchase intentions.

DISCUSSION

The Influence of Green Brand Image on Repurchase Intention of Tuku Coffee Using Green Packaging

The first hypothesis in this study is accepted, so it can be concluded that Green Brand Image has a positive and significant influence on the Repurchase Intention of Tuku Coffee Using Green Packaging in Jabodetabek. These result of this study are supported by research Diccio & Sihombing, (2023), Aisyah & Shihab, (2023), Syukri et al., (2025), and Pramesthi & Bernarto, (2024), which states that Green Brand Image has a positive and significant influence on repurchase intentions for green products. Green Brand Image plays an important role in building consumer attachment to environmentally friendly products. It shows that consumers tend to be more loyal and have higher repurchase intent towards brands that have a strong green image.

The Influence of Green Trust on Repurchase Intention of Tuku Coffee Using Green Packaging

The second hypothesis in the study was accepted, that Green Trust has a positive and significant influence on Repurchase Intention at Kopi Tuku Using Green Packaging in Jabodetabek. This research is supported by Mawardi et al., (2024), Harisnanda & Djumarno, (2025), and Manalu et al., (2025), which states that Green Trust has a positive and significant influence on repurchase intentions

for green products. This suggests that trust in a brand's green practices is a crucial foundation in shaping consumers' repurchase intentions for environmentally friendly products.

The Influence of Green Perceived Value on Repurchase Intentions Using Green Packaging

The third hypothesis of this study is accepted, it is concluded that Green Perceived Value has a positive and significant influence on the intention to repurchase Kopi Tuku using green packaging in Jabodetabek. The results of this study are supported by Owen et al., (2025), Manalu et al., (2025), and Putra et al., (2022), which state that Green Perceived Value has a positive and significant influence on repurchase intention for green products. The value that consumers feel towards a product has a direct impact, both directly and through increased trust in the product.

CONCLUSIONS AND RECOMMENDATIONS

Based on the data and hypothesis results, Green Brand Image has a positive and significant effect on the intention to repurchase Kopi Tuku using green packaging in the Jabodetabek area. This shows that a strong and positive Green Brand Image, such as the use of environmentally friendly Green Packaging, can increase the intention to repurchase Tuku customers in Jabodetabek. Green Trust has a positive and significant effect on the intention to repurchase Kopi Tuku using green packaging in Jabodetabek. This proves that consumer trust in Kopi Tuku's commitment to running a sustainable business is high, thus increasing the intention to repurchase Tuku consumers in Jabodetabek. And Green Perceived Value has a positive and significant effect on the intention to repurchase Kopi Tuku using green packaging in Jabodetabek. This shows that consumers assess that the benefits obtained from Kopi Tuku products have a strong and positive perception from consumers, where Green Perceived increases the intention to repurchase Kopi Tuku consumers in the Jabodetabek area.

Implications for Kopi Tuku recommend that the company consistently maintain and improve consumer trust in the three variables of Green Brand Image, Green Trust and Green Perceived Value through a sound marketing strategy that can foster repurchase intentions. Kopi Tuku also recommends providing rewards or points to customers who consistently use environmentally friendly packaging or bring their own tumblers.

ADVANCED RESEARCH

This study only used three independent variables: Green Brand Image, Green Trust, and Green Perceived Value. For future research development, it is recommended that further researchers add other variables that also have the potential to influence consumer behavior towards environmentally friendly products, such as Customer Satisfaction, Product Quality, Product Innovation, Service Quality, and so on. The addition of variables aims to broaden the scope of the research model and provide a more comprehensive understanding of the factors that influence repurchase intentions towards environmentally friendly

products. Furthermore, this study was only conducted on one object, namely Kopi Tuku. Therefore, future researchers are advised to conduct it on other brands that also implement green marketing practices.

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