

# Analysis of Green Purchase Intention in Coffee Shops and Restaurants: An Empirical Analysis

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Sumbitted : 2023-01-02 | Reviewed : 2022-02-02 | Accepted : 2023-02-03

**Abstract** — Customers are now familiar with terms such as ozone-friendly, eco-friendly, recycled materials and green products. Due to the perception of high value that costumers associate with the concept of green, green marketing strategy and green supply chain management trends have developed among companies that want to remain competitive in their respective businesses. Likewise, in terms of the café and restaurant business, it has grown significantly over the past decade, but is currently facing another challenge in meeting the modern need for products that fit the requirements of the new eco-friendly concept. In this study, researchers want to know what variables affect Green Purchase Intention in Coffee Shops and Restaurants in Bandung City. The study used SEM-PLS testing on customers of Coffee Shops and Restaurants in Bandung City. The results of this study found that Green Supply Chain Management affects the main determinant of this research to encourage the increase of Green Purchase Intention.

**Keywords**— *Green Purchase Intention, Customers' Environmental Attitudes, Green Marketing Strategy, Green Supply Chain Management.*

## INTRODUCTION

Costumers are becoming very aware of the concept of green and thus increasingly choose to deal with environmentally friendly organizations (Laroche et al., 2001). Customers are now familiar with terms such as ozone-friendly, eco-friendly, recycled materials and green products. Due to the perception of high value that costumers associate with the concept of green, green marketing trends (GMS) have developed among companies that want to remain competitive in their respective businesses (Lu et al., 2013). Many organizations are working to increase the environmental footprint of their business activities, and some organizations have achieved this by embedding eco-friendly features into the products and services they offer. In addition, green marketing is a philosophy that involves the expansion of promotional activities that draw attention to environmentally friendly products and services (Rahbar and Wahid, 2011). Therefore, green marketing is a trending concept used to convince costumers to buy products by using their environmental sensitivity as the main feature/characteristic/incentive to buy products. Marketers have developed greater insights into gaining a competitive edge by making their products more attractive to customers. Marketers have lately focused on environmental protection strategies, which are new marketing approaches that offer better business opportunities by increasing sales (Pujari and Wright, 1995).

On the other hand, supply chain management (SCM) has received increased attention from industrialists given the strategic planning in the design, maintenance, and operation of supply chain processes. Although improvements have been successfully achieved with the help of SCM, some organizations ignore environmental issues including global energy, global warming, reverse logistics, and ecological issues in global competition. With increasing environmental concerns over the past few decades, green supply chain management (GSCM) has recently emerged to comply with environmental protection regulations (Abdullah et al., 2014). Organizations have been fully aware that to meet their environmental obligations it is necessary to collaborate with supply chain members because organizations are considered responsible and charged for their suppliers' environmental obligations (Cote et al., 2008). Likewise, in terms of the café and restaurant business, it has grown significantly over the past decade, but is currently facing another challenge in meeting the modern need for products that fit the requirements of the new eco-friendly concept (Karunaratna, A. K. P., et al., 2020).

In this period, the growth of the culinary sector business world is considered very fast and dynamic. The development of the café and restaurant business can be seen from the growth rate of cafes and restaurants in the city of Bandung which is experiencing increasing growth. According to the Central Statistics Agency of Bandung City through [bandungbergerak.id](http://bandungbergerak.id) (2020) in 2020 the growth of cafes and restaurants in the city of Bandung grew by 15.79% from the previous year.

This can also be shown by the large number of informational publications about various culinary businesses on the internet. With the internet, individuals from around the world can connect, allowing consumers to share their purchasing experiences through social media. In line with that, there are various types of culinary and culinary tourism centers in various regions in the country. In terms of culinary tourism, in Indonesia one of the most famous is culinary from the West Java region. The city that is the center of culinary tourism for West Java is the city of Bandung. The city of Bandung has always been the main destination for culinary because of its diverse and innovative food (Rachmah and Madiawati, 2022).

Therefore, this study is an attempt to explore whether green supply chain management and green marketing mix elements in a coffee shops and restaurants context will influence consumers' environmental attitudes and green purchase intention. This study will provide an understanding about the influence of green supply chain management and green marketing strategies on the green purchase intention of customers in the coffee shops and restaurants business. This is an attempt to ascertain the gap between the empirical marketing literature on the tendency of supermarket customers to shift to green purchasing and the effective utilization of green marketing strategy to the marketers. This study also attempts to know the factors of green supply chain management influence green marketing strategy to consumers' environmental attitudes and green purchase intention. The research objectives of the study are two-fold: 1) to examine the influence of green supply chain management on green marketing strategy; 2) to examine the influence of green marketing strategy on customers' environmental attitudes, and 2) to investigate whether the customers' environmental attitudes influence green purchase intention.

## **LITERATURE REVIEW**

### **A. Green Supply Chain Management (GSCM) effects Green Marketing Strategy (GMS)**

GSCM's definition has ranged from green purchasing to integrated supply chains flowing from supplier, to manufacturer, to customer and reverse logistics, which is "closing the loop" as defined by supply chain management literature (Zhu and Sarkis, 2004). The research in GSCM addresses a variety of issues ranging from organizational research and practice in GSCM to prescriptive models for evaluation of GSCM practices and technology. Given that the literature in this area is expanding in several directions, this paper focuses on two GSCM practices, green customer cooperation (GCC), and green eco-design (GECO), that were used by Zhu, et al. (2007) and Sugandini, D., et al. (2020) (Figure 1).

GSCM will improve the company's focus on green marketing strategies (GMS), because GSCM starts the supply chain from environmentally friendly suppliers of raw materials, produced with environmentally friendly technology and produces environmentally friendly products (Crane, 2000).

Green customer cooperation (GCC) is one of the strategic processes that is carried out in a series of green supply chain management. Green customer cooperation (GCC) is defined as company working together with customers to design clean production processes so company can produce environmentally friendly products with green packaging (Sugandini, D., et al., 2020). Laari, S., et al. (2016) find that a collaborative environment with customer (GCC) approach is the key to the green marketing strategy (GMS) success. Green eco-design (GECO) are environmental practices that have significant internal and external influences on GSCM. Green marketing strategy (GMS), together with green eco-design, is a necessary element of improved environmental performance for businesses and/or their products/services (Zhu, et al., 2005).

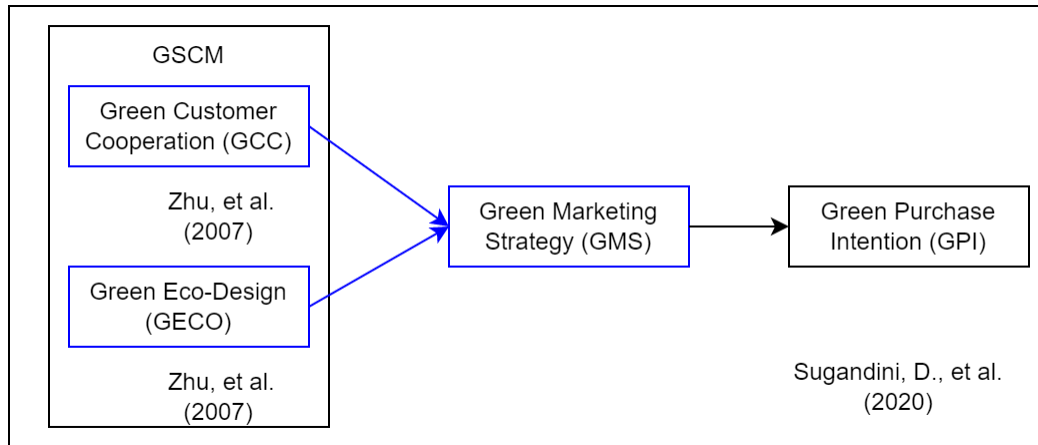


Figure 1. Green Supply Chain Management (GSCM) effects Green Marketing Strategy (GMS)

**B. Green Marketing Strategy (GMS) effects Customers' Environmental Attitudes (CEA)**

Green marketing strategy (GMS) is a holistic management process that is responsible for identifying, anticipating, and meeting customer demand sustainably. Green marketing strategy (GMS) is a creative opportunity to innovate in different ways to achieve business success through orientation to environmental / ecological issues, product more environmentally friendly, educate customers to be environmentally responsible and consume green products. GMS is a marketing activity that recognizes environmental concern as the responsibility of business development. Customers' increasing knowledge of green products will increase the demand for green products. Green customers are individuals who use green products to save the environment for the future. Empirical study explains that in general, customers who have more knowledge and awareness of environmental problems are categorized as green consumers (Sugandini, D., et al, 2020).

Prior studies confirm that the green marketing strategy (GMS) has an impact on the attitudes of consumers (CEA). Environmental concern reflects a positive attitude about environmental preservation. Environmental awareness has promoted green products that are environmentally friendly, unharmed to nature, avoid emission of harmful gases and designed to be recyclable (Karunarathna, A. K. P., et al., 2020) (Figure 2).

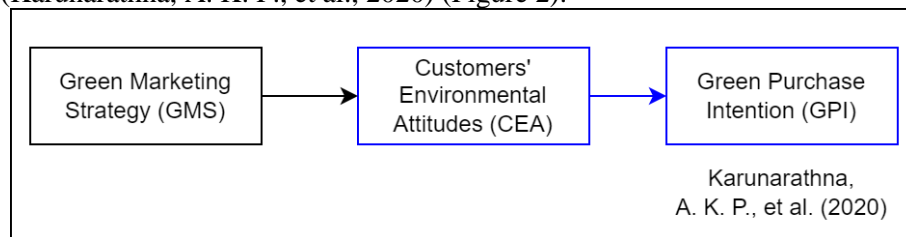


Figure 2. Green Marketing Strategy (GMS) effects Customers' Environmental Attitudes (CEA)

**C. CUSTOMERS' ENVIRONMENTAL ATTITUDES (CEA) EFFECTS GREEN PURCHASE INTENTION (GPI)**

People with real concern for the environment are more likely to purchase environmentally friendly products than those with less concern for the environment. Green purchase intention (GPI) is strongly and positively affected by consumers' attitudes towards environmental protection (CEA). The increased desire to buy environmentally friendly products has indicated that there is an increasing sense of environmental responsibility in the world (Karunarathna, A. K. P., et al., 2020) (Figure 3).

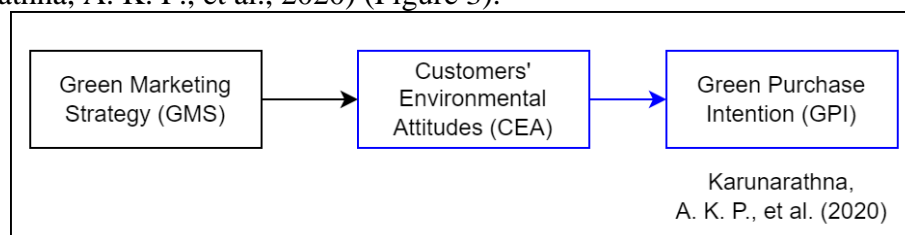
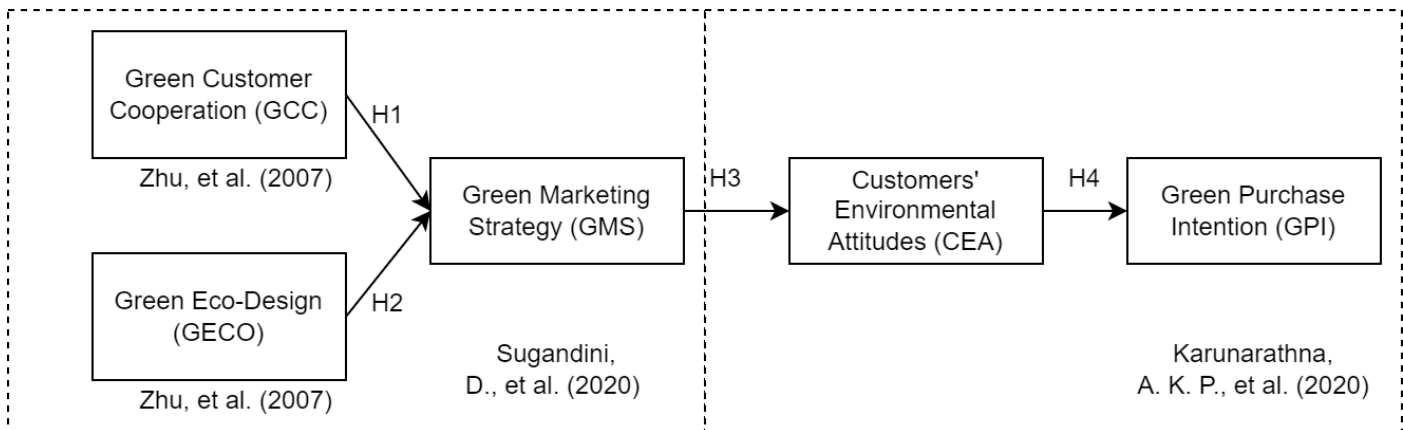


Figure 3. Customers' Environmental Attitudes (CEA) effects Green Purchase Intention (GPI)

## RESEARCH AND METHODOLOGY

In this study, the researcher wanted to know the analysis of Green Purchase Intention in Coffee Shops and Restaurants in Bandung City. Researchers identify research models as Green Customer Cooperation (GCC), Green Eco-Design (GECO), Green Marketing Strategy (GMS), Customers' Environmental Attitudes (CEA), and Green Purchase Intention (GPI). In several studies by Zhu, et al. (2007); Sugandini, D., et al. (2020) and Karunarathna, A. K. P., et al. (2020), researchers present a new synthesis model of Green Purchase Intention in Coffee Shops and Restaurants in Bandung City, which can be seen in Figure 4.



**Figure 4.** Conceptual Model Proposal Study

Figure 4 shows a new synthesis model that will be tested by researchers. From Figure 4 the researchers identified the following hypotheses:

H1: Green Customer Cooperation (GCC) significantly and positively influences Green Marketing Strategy (GMS) for coffee shops and restaurants.

H2: Green Eco-Design (GECO) significantly and positively influences Green Marketing Strategy (GMS) for coffee shops and restaurants.

H3: Green Marketing Strategy (GMS) significantly and positively influences Customers' Environmental Attitudes (CEA) for coffee shops and restaurants.

H4: Customers' Environmental Attitudes (CEA) significantly and positively influences Green Purchase Intention (GPI) for coffee shops and restaurants.

This research was conducted quantitatively using a survey method. Data were collected by distributing closed questionnaires containing alternative answers designed using a Likert scale (see Appendices). Moreover, a total of 213 respondents of coffee shops and restaurants customers in Bandung City were selected as samples using a purposive sampling method (Hair, Jr. et al., 2021). Statistical analysis was used to examine the relationship between the variables, and this involved the application of the structural equation model (SEM) as well as Partial Least Square (PLS).

## ANALYSIS AND FINDINGS

Green Customer Cooperation (GCC) was measured using four indicators, Green Eco-Design (GECO) was measured using three indicators, and Green Marketing Strategy (GMS) was measured using five indicators. Customers' Environment Attitudes (CEA) was measured using five indicators. Green Purchase Intention (GPI) was measured using four indicators.

### A. Descriptive Statistical Analysis

Based on all items on the instrument presented to measure Green Purchase Intention (GPI) factors in coffee shops and restaurants in Bandung City, it is known that the respondents' perceptions are dominated by agreeing to answers to the statements on the instruments presented (Table 1). It is also known for the highest index on the CEA3 statement, "I turn of the lights when I leave a room." As for the lowest index in the GCC3 statement, "Cooperation with customers for green packaging."

**Table 1.** Descriptive Variables

<b>Name</b>	<b>Mean</b>	<b>Standard deviation</b>	<b>Excess kurtosis</b>	<b>Skewness</b>
GCC1	3.627	1.111	-0.314	-0.533
GCC2	3.585	1.089	-0.252	-0.506
GCC3	3.542	1.056	-0.315	-0.402
GCC4	3.873	1.004	-0.043	-0.644
GECO1	3.618	0.967	-0.182	-0.338
GECO2	3.722	0.982	-0.136	-0.469
GECO3	3.788	1.003	0.055	-0.635
GMS1	3.769	0.985	0.183	-0.655
GMS2	3.882	0.952	0.705	-0.819
GMS3	4.099	0.827	0.065	-0.641
GMS4	3.873	1.004	-0.043	-0.644
GMS5	3.788	0.95	-0.01	-0.526
CEA1	3.816	0.99	-0.03	-0.592
CEA2	3.887	0.97	0.264	-0.709
CEA3	4.231	0.846	2.203	-1.309
CEA4	4.179	0.888	1.317	-1.134
CEA5	4.137	0.792	1.173	-0.938
GPI1	4.127	0.794	0.741	-0.802
GPI2	3.972	0.777	0.179	-0.438
GPI3	3.967	0.791	0.132	-0.459
GPI4	3.939	0.853	0.159	-0.525

## **B. Measurement Model Analysis**

### **1. Outer Model**

The measurement model indicates the ability of the manifest or observed variables to represent the latent variables to be measured. It is important to note that the loading factor value is ascertained to have high validity when greater than 0.5 Ghozali (2015). The results from the outer measurement model using the PLS analysis tool for each indicator are presented in the following table 2.

**Table 2.** Convergent Validity Test Results

<b>Variables</b>	<b>Indicators</b>	<b>Outer Loading</b>	<b>AVE</b>	<b>Result</b>
Green Customer Cooperation (GCC)	GCC1	0.924	0.751	Valid
	GCC2	0.920		Valid
	GCC3	0.870		Valid
	GCC4	0.740		Valid

Green Eco-Design (GECO)	GECO1	0.937	0.879	Valid
	GECO2	0.969		Valid
	GECO3	0.905		Valid
Green Marketing Strategy (GMS)	GMS1	0.759	0.615	Valid
	GMS2	0.758		Valid
	GMS3	0.794		Valid
	GMS4	0.811		Valid
	GMS5	0.800		Valid
Customers' Environmental Attitudes (CEA)	CEA1	0.882	0.733	Valid
	CEA2	0.854		Valid
	CEA3	0.905		Valid
	CEA4	0.881		Valid
	CEA5	0.752		Valid
Green Purchase Intention (GPI)	GPI1	0.796	0.746	Valid
	GPI2	0.911		Valid
	GPI3	0.918		Valid
	GPI4	0.825		Valid

Based on the table, all measuring items have met the Outer Loading test requirements because all question indicators have values above 0.60 and average variance extracted (AVE) above 0.50 and can be used to measure each latent variable.

Since there is no problem with convergent validity, the next step to be tested is the problem related to discriminant validity for each construct with the correlation value between constructs in the model (Garson, 2016). This method is often referred to as Cross Loading. Based on results shows (see Appendices) that all cross-loading values in each of the intended constructs are more significant than the cross-loading values with other constructs. It can be concluded that all indicators are valid, and there are no problems with discriminant validity.

The reliability of each latent construct was assessed using Cronbach's alpha and composite reliability scores; however, in addition to using Cronbach's alpha and composite reliability, the rho\_a value can be considered to ensure the reliability of the PLS construction score, as defined in Dijkstra & Henseler (2015). Cronbach's alpha and composite reliability are higher than 0.70 (Hair et al., 2021), while the rho\_a value must be 0.70 or greater, which indicates the composite reliability.

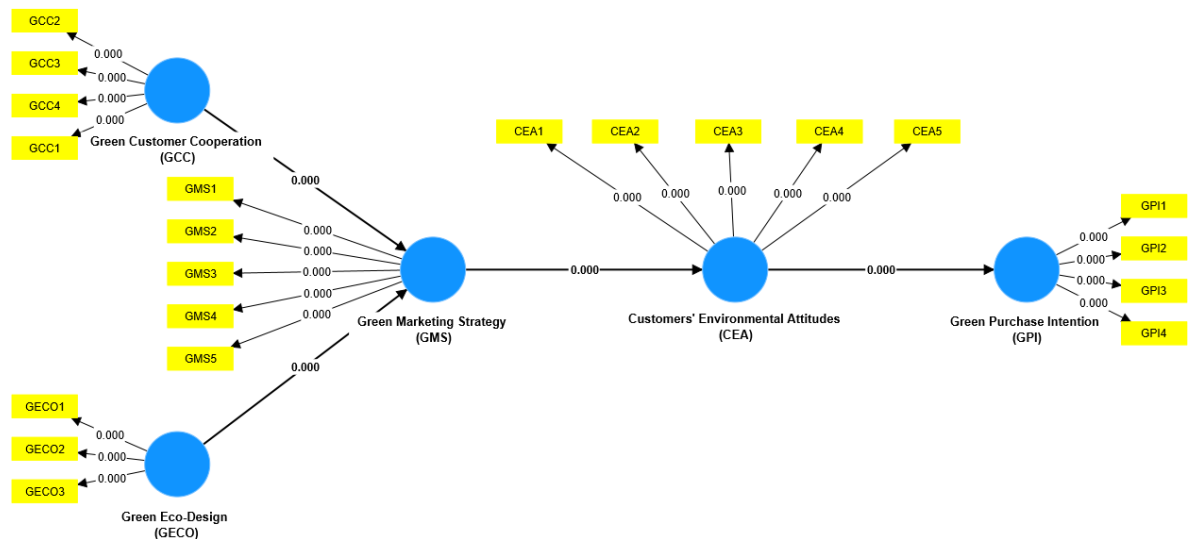
**Table 3.** Construct Reliability Test Results

Variable	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)
Customers' Environmental Attitudes (CEA)	0.908	0.909	0.932
Green Customer Cooperation (GCC)	0.887	0.887	0.923
Green Eco-Design (GECO)	0.931	0.933	0.956
Green Marketing Strategy (GMS)	0.844	0.848	0.889
Green Purchase Intention (GPI)	0.886	0.890	0.921

The table shows that all the variables used in this study have ideal validity and reliability as indicated by the Cronbach Alpha and Composite Reliability coefficient values which are higher than 0.7 ( $> 0.7$ ) and AVE coefficient values which are more significant than 0.5 ( $> 0.5$ ). It indicates they were all feasible to be used.

## 2. Inner Model

The Inner Model is an overall model which determines the causal relationship between the variables studied. The results of the variables in this study are presented in the following figures and tables:



**Figure 5.** Bootstrapping Test Results; Source: Smart PLS 4.0 Output Results (2022)

Based on the figures and tables, Green Customer Cooperation (GCC) and Green Eco-Design (GECO) have a positive and significant influence on Green Marketing Strategy (GMS). It is indicated by the test results between Green Customer Cooperation (GCC) and Green Eco-Design (GECO) with Green Marketing Strategy (GMS) which show path coefficient values respectively of 0.564 and 0.313, which are close to the +1 value, T-Statistic values are 8.107 and 4.062 ( $> 1.96$ ), f-square values are 0.362 and 0.111, and all p-values are valued at 0.000 ( $< 0.05$ ).

Based on the figures and tables, Green Marketing Strategy (GMS) has a positive and significant influence on Customers' Environmental Attitudes (CEA). It is indicated by the test results between Green Marketing Strategy (GMS) with Customers' Environmental Attitudes (CEA) which show path coefficient values of 0.710, which are close to the +1 value, T-Statistic values is 19.052 ( $> 1.96$ ), f-square value is 0.548 and p-value is valued at 0.000 ( $< 0.05$ ).

Based on the figures and tables, Customers' Environmental Attitudes (CEA) has a positive and significant influence on Green Purchase Intention (GPI). It is indicated by the test results between Customers' Environmental Attitudes (CEA) with Green Purchase Intention (GPI) which show path coefficient values of 0.595, which are close to the +1 value, T-Statistic values is 10.361 ( $>1.96$ ), f-square value is 1.019 and p-value is valued at 0.000 ( $<0.05$ ).

**Table 4.** Hypothesis Testing Results

Hypothesis Testing	Original sample (O)	T statistics ( O/STDEV )	P values
Green Customer Cooperation (GCC) -> Green Marketing Strategy (GMS)	0.564	8.107	0.000
Green Eco-Design (GECO) -> Green Marketing Strategy (GMS)	0.313	4.062	0.000
Customers' Environmental Attitudes (CEA) -> Green Purchase Intention (GPI)	0.710	19.052	0.000
Green Marketing Strategy (GMS) -> Customers' Environmental Attitudes (CEA)	0.595	10.361	0.000

### C. Discussions

This study aims to conduct a Green Purchase Intention (GPI) analysis in Coffee Shops and Restaurants in Bandung City.

Based on the test results on the Green Customer Cooperation (GCC) and Green Eco-Design (GECO) against Green Marketing Strategy (GMS) respectively, it shows the presence of T-Statistic values are 8.107 and 4.062 ( $>1.96$ ), f-square values are 0.362 and 0.111, and all p-values are valued at 0.000 ( $<0.05$ ) so that it can be concluded that the first (H1) and second (H2) hypotheses are accepted where the Green Customer Cooperation (GCC) and Green Eco-Design (GECO) significantly and positively influence the Green Marketing Strategy (GMS). The results of this study are in line with research conducted Sugandini, D., et al. (2020); Vachon and Klassen (2006); Green, et al. (2012); Zhang, et al. (2017); Laari, et al. (2016) and Zhu, et al. (2005). The results of this study indicate that the collaboration between Coffees Shops-Restaurants and customers regarding clean production processes, environmentally friendly packaging, and logistical resources (GCC) encourages Coffees Shops-Restaurants business to establish green marketing strategies (GMS). Sugandini, D., et al. (2020) shows that collaboration with green customer cooperation (GCC) can increase the success of a green marketing strategy (GMS). According to Zhang, et al. (2017) and Laari, et al. (2016), Good Green Customer Cooperation (GCC) made business easily improve green marketing performance through a well-designed green marketing strategy (GMS). Meanwhile, Green marketing strategy (GMS), together with green eco-design, is a necessary element of improved environmental performance for businesses and/or their products/services (Zhu, et al., 2005).

Based on the test results on Green Marketing Strategy (GMS) against Customers' Environmental Attitudes (CEA) shows the existence of a T-Statistic values is 19.052 ( $>1.96$ ), f-square value is 0.548 and p-value is valued at 0.000 ( $<0.05$ ) so that it can be concluded that the third (H3) hypothesis is accepted where the Green Marketing Strategy (GMS) significantly and positively influences the Customers' Environmental Attitudes (CEA). The results of this study are in line with research conducted by Karunarathna, A. K. P., et al. (2020); Bahl and Chandra, (2018); Jain and Kaur, (2006); and Ramayah et al. (2010) which found that Green Marketing Strategy (GMS) was found to affect Customers' Environmental Attitudes (CEA) activities. According to Karunarathna, A. K. P., et al. (2020); Bahl and Chandra, (2018); Jain and Kaur, (2006); and Ramayah et al. (2010), that the green marketing strategy (GMS) has an impact on the attitudes of consumers (CEA). Environmental awareness (CEA) has promoted green products (GMS) that are environmentally friendly and designed to be recyclable.

Based on the test results on Customers' Environmental Attitudes (CEA) against Green Purchase Intention (GPI) shows the existence of a T-Statistic values is 10.361 ( $>1.96$ ), f-square value is 1.019 and p-value is valued at 0.000



(<0.05) so that it can be concluded that the fourth (H4) hypothesis is accepted where the Customers' Environmental Attitudes (CEA) significantly and positively influences the Green Purchase Intention (GPI). The results of this study are in line with research conducted by Maichum et al. (2016); Tanner and Kast (2003) and Karunarathna, A. K. P., et al. (2020) which found that green food products (GPI) are strongly and positively affected by consumers' attitudes (CEA) towards environmental protection. The increased desire to buy environmentally friendly products has indicated that there is an increasing sense of environmental responsibility in the world.

## CONCLUSIONS

Based on the results of hypothesis testing and discussion stated in the previous chapter, several conclusions can be obtained. Based on the results of the research findings, it can be known that out of 5 research hypotheses, 5 research hypotheses were found to be accepted. From the conceptual model of research, two GSCM practices which are Green Customer Cooperation (GCC) and Green Eco-Design (GECO) affect the Green Marketing Strategy (GMS) of Coffee Shops and Restaurants in Bandung City. The Green Marketing Strategy (GMS) significantly and positively affect the Customers' Environmental Attitudes (CEA) of Coffee Shops and Restaurants customers in Bandung City. From the conceptual model of research, it can also be seen that Customers' Environmental Attitudes (CEA) significantly and positively affect the Green Purchase Intention (GPI) of Coffee Shops and Restaurants in Bandung City. Finally, the results of this study found that Green Supply Chain Management (GSCM) affects the main determinant of this research to encourage the increase of Green Purchase Intention (GPI).

## APPENDICES

### Appendix 1: Operational Variable

Variable	Indicator		Reference
Green Customer Cooperation (GCC)	Cooperation with customers for eco-design	GCC1	Zhu, et al. (2007)
	Cooperation with customers for cleaner production	GCC2	
	Cooperation with customers for green packaging	GCC3	
	Cooperation with customers for using less energy during production	GCC4	
Green Eco-Design (GECO)	Design of products for reduced consumption of materials/energy	ECO1	
	Design of products for reuse, recycle, recovery of materials and component parts	ECO2	
	Design of products to avoid or reduce use of hazardous products and/or their production process	ECO3	
Green Marketing Strategy (GMS)	We encourage the use of e-commerce because it is more eco-friendly	GMS1	Papadas, K. K., et al. (2017)
	We prefer digital communication methods for promoting our products/services because it is more eco-friendly	GMS2	
	We apply a paperless policy in our procurement where possible	GMS3	
	We use recycled or reusable materials in our products/services	GMS4	

		We absorb the extra cost of an environmental product/service	GMS5	
Customers' Environmental Attitudes (CEA)		I use recyclable bags often	CEA1	Fisher, C., et al. (2012)
		I separate my trash at home for recycling	CEA2	
		I turn off lights when I leave a room	CEA3	
		I use energy-efficient light bulbs	CEA4	
		I have switched to a product because it is 'green'	CEA5	
Green Purchase Intention (GPI)		I will consider buying a pro-environmental product	GPI1	Lee, Y. K. (2017)
		I will prioritize a pro-environmental product when shopping	GPI2	
		I feel like buying a pro-environmental product	GPI3	
		I will recommend a pro-environmental product to people around me	GPI4	

**Appendix 2: Discriminant Validity Test Results - Cross Loadings**

Indicator	Green Customer Cooperation (GCC)	Green Eco-Design (GECO)	Green Marketing Strategy (GMS)	Customers' Environmental Attitudes (CEA)	Green Purchase Intention (GPI)
GCC1	0.924	0.754	0.651	0.437	0.431
GCC2	0.920	0.770	0.643	0.433	0.439
GCC3	0.870	0.826	0.674	0.511	0.570
GCC4	0.740	0.486	0.811	0.417	0.465
GECO1	0.724	0.937	0.672	0.527	0.575
GECO2	0.783	0.969	0.730	0.525	0.550
GECO3	0.775	0.905	0.762	0.458	0.483
GMS1	0.759	0.892	0.759	0.456	0.487
GMS2	0.496	0.530	0.758	0.486	0.560
GMS3	0.559	0.548	0.794	0.518	0.587
GMS4	0.740	0.486	0.811	0.417	0.465
GMS5	0.613	0.496	0.800	0.458	0.530
CEA1	0.489	0.463	0.478	0.882	0.534
CEA2	0.552	0.529	0.541	0.854	0.519
CEA3	0.434	0.463	0.548	0.905	0.599
CEA4	0.372	0.403	0.484	0.881	0.575
CEA5	0.394	0.431	0.482	0.752	0.763
GPI1	0.393	0.432	0.486	0.710	0.796
GPI2	0.519	0.519	0.621	0.564	0.911
GPI3	0.523	0.518	0.622	0.581	0.918

GPI4	0.498	0.504	0.587	0.560	0.825
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### Appendix 3: R-Square

Variable	R-square	R-square adjusted
Customers' Environmental Attitudes (CEA)	0.354	0.351
Green Marketing Strategy (GMS)	0.704	0.701
Green Purchase Intention (GPI)	0.505	0.502

### Appendix 4: Model Fit

Fit Summary	Saturated model	Estimated model
SRMR	0.103	0.131
d_ULS	2.437	3.946
d_G	n/a	n/a
Chi-square	infinite	infinite
NFI	n/a	n/a

### Appendix 5: f-Square

Correlation	f-Square	Effect Size
Green Customer Cooperation (GCC) -> Green Marketing Strategy (GMS)	0.362	Large
Green Eco-Design (GECO) -> Green Marketing Strategy (GMS)	0.111	Small
Green Marketing Strategy (GMS) -> Customers' Environmental Attitudes (CEA)	0.548	Large
Customers' Environmental Attitudes (CEA) -> Green Purchase Intention (GPI)	1.019	Large

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