

Impact of Greenwashing and Perceived Value on Purchase Intention in the Bottled Drinking Water Industry: Mediating Role of Trust

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ABSTRACT

Purpose: This study investigates the effects of greenwashing and green perceived value on green purchase intention, with green trust serving as a mediating variable. It aims to provide deeper insights into the factors shaping consumer decisions when choosing bottled drinking water products.

Method: A quantitative research approach was employed, using questionnaires to collect primary data from 200 respondents in the Solo Raya region who had purchased or consumed Le Minerale products. Respondents were selected through purposive sampling to ensure alignment with the study's objectives. The data were analyzed using Partial Least Squares-Structural Equation Modeling (PLS-SEM) with SMARTPLS software.

Result: The findings reveal that both greenwashing and green perceived value significantly influence green trust, which, in turn, mediates their impact on green purchase intention. This highlights the pivotal role of transparency in sustainability claims and emphasizes the need for companies to communicate authentic environmental benefits. By fostering trust, businesses can promote long-term sustainable consumption behaviors and strengthen consumer confidence in green products.

Practical Implications for Economic Growth and Development: This study underscores the importance of transparency and consistent communication in building consumer trust in environmental commitments. Such efforts not only expand the market for eco-friendly products but also contribute to the development of a more sustainable economy. Moreover, minimizing greenwashing practices can drive innovation and encourage sustainability-focused production processes, supporting both economic growth and environmental responsibility.

Keywords: *greenwashing, green perceived value, green trust, green purchase intention*

INTRODUCTION

The food and beverage industry in Indonesia has experienced steady and robust growth, with bottled drinking water (BDW) emerging as one of its most prominent sectors. Revenue from the BDW market is projected to reach \$12.39 billion by 2025, supported by an annual growth rate of 2.22% (CAGR 2025–2029) (Statista, 2025). This growth underscores the increasing demand for bottled water as a convenient and essential product for many consumers. Furthermore, the food and beverage sector plays a crucial role in Indonesia's national economy, contributing nearly 40% of GDP in the non-oil and gas sector, which accounts for approximately 6.47% of the country's total GDP (Lestari, 2024). Despite this impressive trajectory, the industry faces mounting challenges, including intense market competition and pressure to meet international sustainability standards. As a key player in the BDW industry, Le Minerale must address these challenges by implementing effective strategies to uphold its market position and enhance its global competitiveness.

Growing public awareness of environmental issues has led to increased demand for eco-friendly products. However, this shift in consumer preferences presents its own challenges—particularly greenwashing, where companies make misleading or exaggerated claims about



the environmental benefits of their products. Greenwashing not only damages consumer trust in individual companies but also fosters broader skepticism about sustainability claims across the market (Sun & Shi, 2022; Tu et al., 2024). As a result, consumers have become more discerning, demanding greater transparency and tangible evidence of companies' environmental commitments. This heightened scrutiny compels businesses to back up their claims with authentic actions and honest communication, fostering long-term consumer credibility and loyalty.

A key concept in this context is green perceived value, which refers to consumers' perceptions of the benefits provided by eco-friendly products. These benefits may include environmental conservation, improved personal health, and enhanced quality of life. Consumers who prioritize sustainability are more likely to choose products that align with their values, offering both personal advantages and a positive environmental impact. The stronger a consumer's perception of a product's green value, the higher their likelihood of purchasing it (Wicaksono & Darpito, 2023; Zhuang et al., 2021). Research indicates that green perceived value significantly influences consumers' willingness to purchase eco-friendly products, especially when they believe these products contribute directly to environmental sustainability (Y. Zhang et al., 2024).

Additionally, green trust plays a crucial role in bridging the relationship between green perceived value and green purchase intentions. Trust is built on a company's transparency, authenticity, and consistency in implementing sustainable practices. When consumers trust a brand, they are more likely to support it, particularly when they believe the company's sustainability efforts are genuine and impactful (Román-Augusto et al., 2022). In this regard, green trust serves as a key mediator, strengthening the link between green perceived value and purchase intentions (Ahmadi & Mahargyani, 2024). Clear and effective communication about a company's environmental initiatives further enhances trust, positioning the brand as a responsible and reliable market player.

However, consumer trust is fragile and can be easily undermined by greenwashing. Misleading sustainability claims can erode consumer confidence, significantly reducing purchase intentions (Butt et al., 2022). Companies engaging in greenwashing risk reputational damage and customer alienation, even if they offer genuinely eco-friendly products (Guerreiro & Pacheco, 2021). Greenwashing weakens the link between green perceived value and green trust, as consumers become skeptical of corporate claims (Sun & Shi, 2022). Over time, this skepticism can negatively impact consumer behavior, discouraging investment in sustainable products and slowing the growth of the green market.

This study examines the interplay between greenwashing, green perceived value, and green trust in the context of bottled drinking water, an area that remains underexplored. Additionally, it investigates the role of green trust as a mediator in linking green perceived value to green purchase intentions, a topic that has received limited attention in the Indonesian market. The primary objective is to analyze how greenwashing and green perceived value influence purchase intentions, with green trust acting as a mediating variable. By offering valuable insights into the key factors shaping consumer decisions, this study provides recommendations for bottled drinking water products to develop credible and effective green marketing strategies. Avoiding greenwashing and prioritizing transparency will enable companies to build consumer trust, strengthen their market reputation, and meet the growing demand for sustainable products in an increasingly environmentally conscious marketplace.

METHOD

This study adopts a quantitative approach to examine the relationships between variables through numerical data collection and analysis. The key variables include greenwashing (X1), green perceived value (X2), green trust (Z), and green purchase intention (Y). The study population consists of residents in Solo Raya, while the sample comprises individuals who have purchased and consumed Le Minerale products. A purposive sampling technique, a type of non-probability sampling, was used to ensure participants met specific criteria, making

the data more representative. The final sample consists of approximately 200 respondents, with data collected through a Likert scale-based questionnaire.

For data analysis, the study employs Partial Least Squares-Structural Equation Modeling (PLS-SEM) using SMARTPLS software. PLS-SEM was chosen for its ability to handle complex models with multiple interrelated variables, particularly when working with relatively small sample sizes and data that do not meet strict statistical assumptions (Achmad et al., 2020). The analysis follows a structured approach, beginning with outer model testing to assess validity and reliability, followed by inner model testing to evaluate the relationships between variables. This method ensures robust and precise findings, aligning with the study's research objectives and hypotheses.

Table 1. Variables Measurement

Variables	Codes	Statements
Greenwashing (Ahmad & Zhang, 2020; L. Zhang et al., 2018)	GW.2	Le Minerale's environmental claims seem exaggerated.
	GW.3	I feel that the information about the environmental benefits of Le Minerale is unclear.
	GW.4	Le Minerale uses green strategies just to attract consumer attention.
	GW.5	The environmentally friendly claims of Le Minerale are not supported by sufficient facts.
	GW.6	I feel that Le Minerale makes confusing environmental claims.
	GW.2	Environmental claims by Le Minerale are more promotional than factual.
Green Perceived Value (Ahmad & Zhang, 2020)	GPV.1	The eco-friendly function of a product can provide good value.
	GPV.2	I feel that buying Le Minerale is a contribution to environmental conservation.
	GPV.3	Le Minerale products help reduce negative impacts on the environment.
	GPV.4	I buy Le Minerale products because they have more ecological value than other products.
	GPV.5	The eco-friendly performance of a product can meet green expectations and needs.
	GPV.6	Le Minerale products offer environmental benefits that are relevant to the needs of society.
Green Trust (Ahmad & Zhang, 2020)	GT.1	Eco-friendly claims on Le Minerale products are generally reliable.
	GT.2	Le Minerale products live up to their commitments and promise to be environmentally safe.
	GT.3	The reputation of environmentally friendly products is generally reliable.
	GT.4	Le Minerale products' environmental concerns meet my expectations.
	GT.5	Le Minerale products use ethical practices to support their eco-friendly claims.
	GT.6	Le Minerale products show tangible evidence of their eco-friendly claims.
Green Purchase Intention (Ahmad & Zhang, 2020; L.	GPI.1	With environmental issues in mind, I will try to buy eco-friendly products.
	GPI.2	I plan to buy Le Minerale products because of their eco-friendly performance.
	GPI.3	I intend to recommend Le Minerale to others because of its eco-friendly aspects.

Variables	Codes	Statements
Zhang et al., 2018)	GPI.4	I prefer Le Minerale over other brands because of its eco-friendly aspects.
	GPI.5	I will collect and understand information about eco-friendly products.
	GPI.6	I will buy eco-friendly products when I need to buy eco-friendly products

Source: Compiled by the authors (2025)

Hypotheses Development

The Influence of Greenwashing on Green Trust

Greenwashing, defined as making environmental claims without supporting actions, can damage consumer trust by creating doubts about a company's integrity and transparency. Consumers with higher environmental knowledge are more likely to recognize greenwashing, amplifying its negative effects on their trust in the brand (Isac et al., 2024). Furthermore, consumers' perception of a product's green value can motivate sustainable purchasing behavior, as they associate green products with supporting environmental preservation (Zhuang et al., 2021). When green claims lack credibility, consumer trust and purchase intention for eco-friendly products may be significantly eroded.

H1: Greenwashing significantly influences green trust.

The Influence of Green Perceived Value on Green Trust

Green perceived value, reflecting consumers' assessment of a product's environmental benefits, affects green trust. When consumers believe a product offers tangible environmental benefits, they are more likely to trust the company's sustainability claims (Wicaksono & Darpito, 2023). This trust is reinforced when consumers perceive the company's actions as genuine and credible, rather than promotional (Román-Augusto et al., 2022). Consequently, green trust becomes a crucial factor in influencing consumers to select eco-friendly products.

H2: Green perceived value significantly influences green trust.

The Influence of Green Trust on Green Purchase Intention

Green trust plays a pivotal role in green purchase intention. Consumers are more likely to purchase a product when they trust the company's environmental claims, as trust reduces skepticism and increases confidence in sustainability efforts (Patiño-Toro et al., 2024). Building and maintaining green trust through transparent communication and credible actions is thus essential for fostering green purchase intentions (Annisia Wijaya, 2023).

H3: Green trust significantly influences green purchase intention.

The Influence of Greenwashing on Green Purchase Intention

Greenwashing can negatively influence green purchase intention. Exaggerated or unsupported environmental claims increase consumer skepticism, eroding trust in green claims broadly (Thu et al., 2019). This distrust discourages consumers from purchasing eco-friendly products and harms the company's reputation. Even when greenwashing is not immediately recognized, it undermines trust, leading to reduced purchase intention over time (Halim et al., 2024).

H4: Greenwashing significantly influences green purchase intention.

The Influence of Green Perceived Value on Green Purchase Intention

Green perceived value influences green purchase intention, as consumers motivated by environmental benefits are more inclined to choose eco-friendly products (Van Hoang & Tung, 2024). Higher green perceived value drives consumers to prioritize products that reduce negative environmental impacts while meeting personal needs (Wardhana et al., 2022).

H5: Green perceived value significantly influences green purchase intention.

Mediating Effect of Green Trust on the Relationship Between Greenwashing and Green Purchase Intention

Green trust mediates the relationship between greenwashing and green purchase intention. Companies engaging in greenwashing erode consumer trust, which subsequently reduces purchase intention for eco-friendly products (Tarabieh, 2021; Isac et al., 2024). By damaging the trust relationship, greenwashing undermines consumers' willingness to support the brand's sustainability claims.

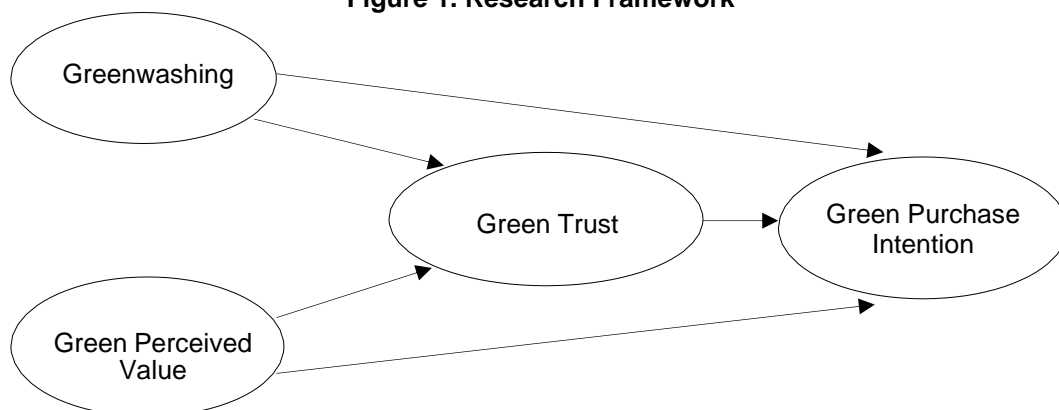
H6: Green trust mediates the nexus between greenwashing and green purchase intention.

Mediating Effect of Green Trust on the Relationship Between Green Perceived Value and Green Purchase Intention

Green perceived value impacts green purchase intention both directly and indirectly through green trust. When consumers perceive tangible benefits from eco-friendly products, they are more likely to trust companies offering these products (Wicaksono & Darpito, 2023; Román-Augusto et al., 2023). Green trust enhances purchase intention by reinforcing confidence in the brand's sustainability efforts, creating a stronger link between perceived value and purchasing behavior.

H7: Green trust mediates the nexus between green perceived value and green purchase intention.

Figure 1. Research Framework



Source: Developed by the authors (2025)

RESULT AND DISCUSSION

Respondents' Profile

The sample size for this study was determined based on survey findings, consisting of 200 individuals who have purchased Le Minerale products in the Solo Raya region. The

respondents were categorized based on age, gender, occupation, and purchase frequency. As shown in Table 2, the majority of respondents were female, accounting for 136 individuals (68%). In terms of age, most respondents were between 18 and 24 years old, totaling 96 individuals (48%), with no participants under the age of 18. Regarding occupation, students—both school and university students—formed the largest group, comprising 86 individuals (43%). In terms of purchasing frequency, 86 respondents (43%) reported buying Le Minerale products fewer than three times.

Table 2. Respondents' Profile

Category		Number of Respondents	Percentage
Gender	Male	64	32 %
	Female	136	68 %
Age	<18 Years	0	0 %
	18-24 Years	96	48 %
	25-30 Years	30	15 %
	31-35 Years	44	22 %
	>35 Years	30	15 %
Profession	Students	86	43 %
	Private Employee	49	24.5 %
	Civil Servant	17	8.5 %
	Entrepreneur	45	22.5 %
	Other	3	1.5 %
Purchase Frequency	< 3x	86	43 %
	3x-5x	49	24.5 %
	6x-8x	17	8.5 %
	> 8x	45	22.5 %

Source: Processed data (2025)

Convergent Validity

Convergent validity is assessed for each construct indicator. According to Chin (1998), an indicator is considered valid if its loading factor exceeds 0.70, while values between 0.50 and 0.60 may still be acceptable. Based on this criterion, any indicator with a loading factor below 0.50 will be removed from the model.

Table 3. Outer Loading for Each Indicator

Variables	Codes	Outer Loading
Greenwashing (X1)	GW.1	0.722
	GW.2	0.819
	GW.3	0.788
	GW.4	0.735
	GW.5	0.728
	GW.6	0.766
Green Perceived Value (X2)	GPV.1	0.789
	GPV.2	0.871
	GPV.3	0.777
	GPV.4	0.792
	GPV.5	0.798
	GPV.6	0.856
Green Trust (Y)	GT.1	0.717

Variables	Codes	Outer Loading
	GT.2	0.825
	GT.3	0.767
	GT.4	0.752
	GT.5	0.821
	GT.6	0.809
	Green Purchase Intention (Z)	GPI.1
GPI.2		0.810
GPI.3		0.761
GPI.4		0.733
GPI.5		0.745
GPI.6		0.762

Source: Processed data (2025)

The table above shows that all research variable indicators are valid, as each indicator's Outer Loading exceeds 0.70. Therefore, the questionnaire items can be used for further analysis.

Average Variance Extracted (AVE)

The AVE value measures the extent of variance captured by a construct from its indicators while accounting for error. AVE is considered a more critical measure than composite reliability. The recommended minimum AVE value is 0.50. The AVE results generated using Smart PLS 4.0 are presented in Table 4.

Table 4. Average Variance Extracted (AVE) Test

Variables	Average Variance Extracted (AVE)	Conclusion
Green Perceived Value	0.664	Valid
Green Purchase Intention	0.579	Valid
Green Trust	0.613	Valid
Greenwashing	0.594	Valid

Source: Processed data (2025)

Composite Reliability and Cronbach's Alpha

To ensure the absence of measurement issues, the final step in evaluating the outer model is to test its reliability. This is done using Composite Reliability and Cronbach's Alpha indicators, which assess the reliability of the instruments within the research model. If all latent variables have Composite Reliability and Cronbach's Alpha values of ≥ 0.70 , the construct is considered reliable, indicating that the questionnaire used in this study is consistent.

Table 5. Composite Reliability and Cronbach's Alpha Test Results

Variable	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)
Green Perceived Value	0.898	0.901	0.922
Green Purchase Intention	0.854	0.855	0.892
Green Trust	0.873	0.874	0.904
Greenwashing	0.864	0.870	0.897

Source: Processed data (2025)

Based on Table 5, the Composite Reliability and Cronbach's Alpha results indicate satisfactory values, as all latent variables meet the reliability threshold of ≥ 0.70 . Therefore, the questionnaire used in this study is considered reliable and consistent.

R-Square Test

The R-Square value, a measure of the model's Goodness of Fit, indicates how well the model explains the variance of the dependent variables.

Table 6. R-Square Test Results

Variables	R-Square	R-Square Adjusted
Green Purchase Intention	0.427	0.418
Green Trust	0.516	0.511

Source: Processed data (2025)

Based on the table, the R-Square values indicate the model's ability to explain the variance in each variable. For Green Purchase Intention, an R-Square value of 0.427 (adjusted R-Square 0.418) suggests that the model accounts for 42.7% of the variance in Green Purchase Intention. Meanwhile, for Green Trust, the R-Square value is 0.516 (adjusted R-Square 0.511), meaning the model explains 51.6% of the variance in Green Trust. The model demonstrates slightly better explanatory power for Green Trust compared to Green Purchase Intention, indicating that the predictors used in the model have a stronger influence on Green Trust.

Hypotheses Testing

Direct Effect

Table 7 presents the direct effect analysis, detailing the influence of Greenwashing (GW) and Green Perceived Value (GPV) on Green Purchase Intention (GPI), with Green Trust (GT) as a mediating variable.

Table 7. Direct Effect Test

Direction	Original Sample	Standard Deviation (STDEV)	T-Statistics	P Values	Conclusion
Greenwashing → Green Trust	0.315	0.056	5.637	0.000	Accepted
Greenwashing → Green Purchase Intention	0.182	0.080	2.269	0.023	Accepted
Green Trust → Green Purchase Intention	0.253	0.100	2.542	0.011	Accepted
Green Perceived Value → Green Trust	0.498	0.060	8.271	0.000	Accepted
Green Perceived Value → Green Purchase Intention	0.322	0.087	3.708	0.000	Accepted

Source: Processed data (2025)

The hypothesis testing results for the structural model reveal significant findings. Hypothesis 1 examines the effect of Greenwashing on Green Trust, showing a positive and significant impact ($p < 0.05$) with a path coefficient of 0.315, confirming the hypothesis. Hypothesis 2 assesses the effect of Greenwashing on Green Purchase Intention, which is also positive and significant ($p < 0.05$) with a path coefficient of 0.182, leading to its acceptance. Hypothesis 3 evaluates the effect of Green Trust on Green Purchase Intention, demonstrating a positive and significant relationship ($p < 0.05$) with a path coefficient of 0.253, thus supporting the hypothesis. Hypothesis 4 investigates the effect of Green Perceived Value on Green Trust, yielding a positive and significant effect ($p < 0.05$) with a path coefficient of 0.498, confirming its acceptance. Lastly, Hypothesis 5 tests the effect of Green Perceived Value on Green Purchase Intention, showing a positive and significant influence ($p < 0.05$) with a path coefficient of 0.322, supporting the hypothesis.

Indirect Effect

Table 8 presents the results of the indirect effect analysis, detailing the influence of Greenwashing (GW) and Green Perceived Value (GPV) on Green Purchase Intention (GPI) through the mediating variable Green Trust (GT).

Table 8. Indirect Effect Test

Direction	Original Sample	Standard Deviation (STDEV)	t-Statistics	P Values	Conclusion
Greenwashing → Green Trust → Green Purchase Intention	0.080	0.034	2.314	0.021	Accepted
Green Perceived Value → Green Trust → Green Purchase Intention	0.126	0.052	2.407	0.016	Accepted

Source: Processed data (2025)

Based on the table above, Hypothesis 6 examines the indirect effect of Greenwashing on Green Purchase Intention through Green Trust. The results indicate a significant indirect effect ($p = 0.021 < 0.05$) with an estimated path coefficient of 0.080, suggesting that Greenwashing influences Green Purchase Intention indirectly via Green Trust. Similarly, Hypothesis 7 tests the indirect effect of Green Perceived Value on Green Purchase Intention through Green Trust. The findings reveal a significant indirect effect ($p = 0.016 < 0.05$) with an estimated path coefficient of 0.126, indicating that Green Perceived Value also impacts Green Purchase Intention indirectly through Green Trust.

Discussion

The results indicate that greenwashing has a significant positive impact on green trust, with a path coefficient of 0.315 and $p < 0.05$. This finding aligns with Hyder et al. (2021), who suggest that consumers initially trust green claims, especially when these claims are reinforced by persuasive communication. However, in the long run, greenwashing poses a risk of eroding consumer trust (Simanjuntak & Novita, 2024). When consumers realize that green claims lack tangible actions, their trust in the brand or product may decline significantly. These findings suggest that while greenwashing can build initial trust, it ultimately harms companies over time. As consumers become increasingly sensitive to non-transparent sustainability practices,

maintaining trust requires genuine commitments, clear information, and measurable initiatives. Relying on greenwashing risks undermining consumer trust, damaging brand reputation, and reducing future purchase intentions.

The findings also reveal that greenwashing has a significant positive impact on green purchase intention, with a path coefficient of 0.182 and $p < 0.05$. This aligns with Halim et al. (2024), who explain that consumers with low environmental literacy are more likely to accept vague or misleading green claims, which can enhance short-term purchase intentions. However, as noted by Mu & Lee (2023), this effect is temporary. When consumers detect inconsistencies between claims and actual corporate actions, their trust erodes, ultimately damaging brand reputation and lowering purchase intentions. These results suggest that while greenwashing can initially attract consumers, companies relying on such tactics risk losing trust and long-term loyalty. To sustain consumer relationships, businesses should focus on transparent and verifiable sustainability claims.

The study further indicates that green trust significantly impacts green purchase intention, with a path coefficient of 0.253 and $p < 0.05$. This finding supports the hypothesis that consumer trust in green products is a key driver of purchase intention. Consistent with Setyabudi & Adialita (2020) and Patiño-Toro et al. (2024), the results show that consumers are more likely to purchase green products when they believe these products provide genuine environmental benefits without misleading claims. As consumers become increasingly selective, they demand tangible proof of sustainability. Therefore, companies must maintain transparency and authenticity in their green claims to preserve consumer trust, enhance purchase intentions, and avoid practices that could harm their brand image.

The results also show that green perceived value has a significant positive impact on green trust, with a path coefficient of 0.498 and $p < 0.05$. This suggests that consumers' perception of green value strengthens their trust in a company's environmental claims. These findings are consistent with Román-Augusto et al. (2022), who noted that consumer trust increases when green claims are supported by credible evidence, such as environmental certifications or transparent reports. This trust, in turn, influences purchase intention, which refers to a consumer's likelihood of purchasing a specific product or service in the future (Damayanti & Waskito, 2024). As green trust increases, consumers are more inclined to choose eco-friendly products, believing in the authenticity of a company's sustainability efforts. These findings highlight the growing consumer demand for credible sustainability claims. To build long-term relationships with consumers, companies must ensure their green claims are backed by verifiable evidence, such as certifications or sustainability reports.

Furthermore, the study reveals that green perceived value has a significant positive impact on green purchase intention, with a path coefficient of 0.322 and $p < 0.05$. This suggests that consumers are more likely to purchase eco-friendly products when they perceive tangible benefits, such as improved health or reduced environmental impact. This finding is consistent with Zhuang et al. (2021), who stated that green perceived value enhances consumers' motivation to choose sustainable products, and Febriasari & Mursalin (2021), who emphasized the importance of green value in increasing purchase intention. These results underscore the need for effective communication about a product's environmental benefits. Companies should leverage strategic marketing campaigns to clearly convey sustainability advantages, thereby influencing consumer purchasing decisions.

The analysis also indicates that greenwashing has a significant indirect impact on green purchase intention through green trust, with a path coefficient of 0.080 ($p = 0.021 < 0.05$). This suggests that while greenwashing can directly influence purchase intention, its impact is stronger when mediated by green trust. Consumers who trust green claims, even if they are questionable, may still exhibit increased purchase intentions. This finding aligns with Wicaksana Agung Panji & Sujoko (2024) and Hyder et al. (2021), who highlight the ambivalent effects of greenwashing—it fosters distrust among critical consumers but is accepted by less critical ones. These results emphasize that although greenwashing can temporarily boost purchase intention, its effects are short-lived. If consumers later discover that claims are

misleading, trust deteriorates rapidly. Therefore, companies should prioritize genuine sustainability efforts to build long-term consumer trust.

Lastly, the analysis shows that green perceived value has a significant indirect effect on green purchase intention through green trust, with a path coefficient of 0.126 ($p = 0.016 < 0.05$). This suggests that the perceived green value of a product is more effective in enhancing purchase intention when consumers trust the company's environmental claims. These findings support the hypothesis that green trust acts as a key mediator in influencing consumer decisions. They align with Zhuang et al. (2021), who emphasized the role of trust in translating perceived green value into purchase behavior, and Pinaria et al. (2018), who found that green trust mediates the relationship between green perceived value and purchase intention. These results highlight that while perceived green value is important, trust in green claims is a crucial factor in driving consumer purchases. To foster long-term consumer relationships, companies must ensure their green claims are transparent and credible.

CONCLUSION

The purpose of this study was to analyze the effects of greenwashing, green perceived value, and green trust on green purchase intention, as well as to examine the mediating role of green trust among these factors. The findings indicate that both greenwashing and green perceived value have a positive and significant impact on green trust. Additionally, green trust positively influences green purchase intention, highlighting its crucial role in shaping consumer behavior. These results confirm that all proposed hypotheses in this study were supported, emphasizing green trust as a key factor in enhancing consumers' intention to purchase eco-friendly products.

The findings offer valuable practical implications, particularly for companies producing eco-friendly products. Businesses should ensure their sustainability claims are backed by verifiable evidence, such as official certifications, to avoid the risks of greenwashing. Additionally, to enhance the perceived value of eco-friendly products, companies should emphasize product benefits—such as the use of recycled materials—and educate consumers about their environmental impact. By adopting these measures, companies can build and strengthen consumer trust, ultimately increasing the likelihood of eco-friendly product purchases.

This study has certain limitations, including a limited sample that focused solely on the Soloraya region. As a result, the findings may not fully represent consumer behavior in other areas with different cultural backgrounds and preferences. Future research should expand the sample scope to include more diverse regions and demographics. Additionally, incorporating a mixed-methods approach—combining quantitative analysis with qualitative methods such as interviews or focus group discussions—could provide deeper insights into consumer perceptions. Further studies could also explore additional variables, such as green brand image, social norms, media influence, or government regulations, to develop a more comprehensive understanding of the factors influencing green purchase intention.

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