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The Influence of Green Trust on Purchase Decisions for Bottled Drinking Water (Amdk)

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ABSTRACT

This study aims to determine and analyze the influence of green advertising, corporate social responsibility (CSR) activity, eco-label, and perceived value on purchase decisions, with green trust as a mediating variable in bottled drinking water (AMDK) consumers. This study uses a quantitative approach with a non-probability sampling method and a purposive sampling technique. The population in this study were bottled drinking water consumers domiciled in the DKI Jakarta area, and the sample used were respondents who had consumed bottled drinking water, with a total of 133 respondents. Data collection was carried out through an online questionnaire. Data were analyzed using the Structural Equation Modeling–Partial Least Square (SEM–PLS) method through SmartPLS software. The results of this study indicate that all independent variables, namely green advertising, CSR activity, eco-label, and perceived value, have a positive and significant influence on green trust. In addition, the green trust variable also has a positive and significant influence on purchase decisions. Furthermore, green trust is proven to play a significant role as a mediating variable in the relationship between green advertising, CSR activity, eco-label, and perceived value on purchase decisions.

INTRODUCTION

Indonesia, as one of the largest archipelagic countries in the world, faces serious challenges in managing plastic waste. According to a World Bank report in 2021, Indonesia generates approximately 42 million tons of waste each year, of which around 7.8 million tons are plastic waste and 4.9 million tons are mismanaged waste.

This situation is further exacerbated in major cities, especially in Jakarta. As the economic and administrative capital of Indonesia, Jakarta has a high population density and consumption rate, resulting in a massive volume of waste. Data from the Ministry of Environment and Forestry (KLHK) and the Central Statistics Agency (BPS) shows that Jakarta, with a population of over 10 million, generates a steadily increasing volume of waste each year. In 2021, Jakarta produced an average of 7,233.82 tons of waste per day, which rose to 7,543.42 tons per day in 2022.

This increase is not only seen in total waste volume but also in plastic waste, which rose from 14.02% in 2021 to 22.95% in 2022. The dominant type of waste in DKI Jakarta and other major cities largely comes from single-use product packaging, including bottled drinking water (AMDK). According to research by Litbang Kompas in collaboration with the Net Zero Waste Management Consortium (NZWMC) in 2022, out of a total of 1.93 million plastic waste pieces found at disposal sites in six major cities (Jakarta, Medan, Surabaya, Bali, Samarinda, and Makassar), AMDK cup packaging from brands like Aqua, Air Club, and Air Vit ranked among the top five contributors to branded plastic waste. This growing volume of plastic waste presents a significant challenge for the government and society in managing waste effectively to avoid environmental harm.

According to Statista (2022), Indonesia ranks among the top five largest bottled drinking water (AMDK) markets in the world, with a market size of USD 10.2 billion, projected to grow to USD 13 billion by 2027. The domestic market volume reaches 31 billion liters annually, or about 9% of the global market. This trend is reflected in the financial reports of several AMDK companies, such as Ades, which recorded a 32.37% year-on-year sales growth up to June 2024; Cleo with a 32.88% increase in the first half of 2024; and Mayora, which posted a 14.90% growth in its packaged beverage segment.

Despite the significant increase in AMDK sales, this phenomenon is occurring alongside growing environmental awareness among the public, especially in DKI Jakarta. Based on a 2019 survey conducted by the Jakarta Provincial Communication, Informatics, and Statistics Agency's Statistical Services Center, 66.6% of respondents reported a habit of bringing their own reusable tumblers or drinking containers from home, while only 33.4% still bought bottled beverages from shops. Furthermore, 79.3% of respondents served drinks at home using glasses or cups, and only 20.7% used single-use packaging. These findings highlight a gap between rising environmental awareness and actual consumption behavior regarding AMDK products. On one hand, Jakarta residents are increasingly aware of environmental and sustainability issues. On the other hand, they also represent the group with the highest consumption of

bottled drinking water, which is one of the largest contributors to urban plastic waste. This contradiction suggests that environmental awareness is not yet fully reflected in actual purchasing behavior, especially in the context of daily products like bottled water.

This raises important questions about the extent to which green marketing strategies—such as green advertising, CSR activities, eco-labeling, and perceived value—can shape green trust and drive purchase decisions aligned with sustainability values.

Given this phenomenon, this study aims to fill a gap in the literature by empirically examining how green marketing strategy elements influence actual purchase decisions through the mediating role of green trust. In contrast to most previous studies, which focused more on purchase intention, this study specifically focuses on purchase decision as the dependent variable, to reflect real consumer behavior in the context of sustainability.

Using the Stimulus–Organism–Response (S–O–R) model, this study explores the influence of green advertising, CSR activities, eco-labels, and perceived value (stimulus) on green trust (organism), and their impact on purchase decisions (response). This approach is expected to provide a more comprehensive understanding of the effectiveness of green marketing strategies in encouraging environmentally conscious consumption behavior.

LITERATURE REVIEW

Sustainable Development Goals (SDGs)

The Sustainable Development Goals (SDGs) are a commitment established by the United Nations (UN) in 2015 as a roadmap to build a better and more sustainable future for all people. This agenda consists of 17 interconnected goals, recognizing that action in one area will affect outcomes in others. The SDGs address a wide range of urgent global challenges, from eradicating poverty and hunger to improving health, education, and gender equality. In addition, the SDGs promote actions to protect the planet, including tackling climate change, preserving oceans and terrestrial ecosystems, and supporting responsible consumption and production.

Three specific SDG goals are closely linked. Unsustainable consumption and production patterns (Goal 12) can lead to ocean pollution (Goal 14) and land degradation (Goal 15). For example, plastic waste from consumer products often ends up in oceans, polluting marine ecosystems and endangering marine life. Deforestation for agriculture and plantations can also cause land degradation and loss of biodiversity. Therefore, efforts to achieve Goals 12, 14, and 15 must be pursued in an integrated manner—and this is the reason why the researcher is interested in conducting this study.

Stimulus-Organism-Response (SOR) Theory

The Stimulus-Organism-Response (SOR) theory, developed by Mehrabian and Russell (1974), explains that external stimuli influence internal conditions (organism), which then trigger actual behavioral responses. In the context of green marketing, stimuli include green advertising, CSR activities, eco-labels, and perceived value, which affect green trust as an internal psychological

response and ultimately lead to a purchase decision. This model is relevant for understanding environmentally conscious consumer behavior and has been widely used in various studies to explain the influence of green communication on purchase decisions through the mediation of trust and consumer emotions. This study adopts the SOR model as a conceptual framework to explain the influence of green factors on sustainable bottled water (AMDK) purchase decisions.

Green Advertising

Green advertising is a communication strategy that emphasizes sustainability values in line with increasing environmental awareness. Banerjee et al. (1995) define it as advertising that links products with the environment, promotes environmentally friendly lifestyles, and portrays the company as environmentally responsible. Zhu (2013), as cited in Rohmadoni (2017), also highlights the role of green advertising in demonstrating a company's efforts to reduce negative environmental impacts.

Corporate Social Responsibility (CSR) Activity

Corporate Social Responsibility (CSR) refers to a company's commitment to being accountable for the social and environmental impacts of its business operations. CSR is not only a legal obligation but also reflects a company's voluntary contribution to societal welfare and environmental sustainability (Suharto, 2007; Lamo Said, 2018). Antonius (2017) states that CSR encompasses three main pillars: profit, people, and planet.

Eco-Label

An eco-label is a marketing communication tool that provides consumers with information about the environmental aspects of a product. D'Souza et al. (2007) define it as a label that indicates the environmental attributes of a product, emphasizing that eco-labels should be credible and standardized. Mufidah et al. (2018) add that eco-labels can enhance consumer trust in environmental claims and demonstrate a brand's commitment to environmental sustainability.

Perceived Value

Perceived value reflects the consumer's subjective assessment of a product's benefits compared to the sacrifices made to obtain it. Zeithaml (1988) defines it as the evaluation of what is received versus what is given in a transaction. Sweeney and Soutar (2001) further elaborate that perceived value includes dimensions such as quality, emotional, social, and price value, which influence how consumers assess the overall benefits of a product.

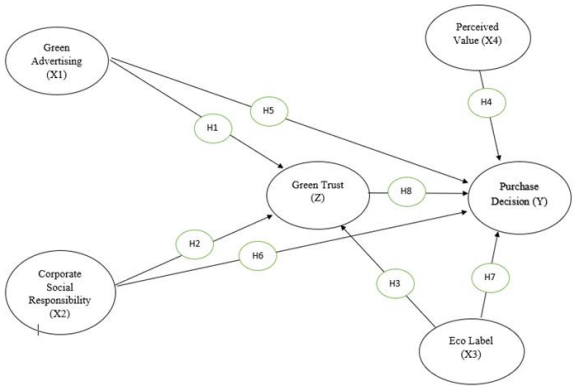
Green Trust

Green trust refers to consumers' confidence in a company's environmental commitment. Chen and Chang (2012) define it as the belief that a brand's environmental claims are credible. Scoll et al. (2013) add that green trust is formed through perceptions of credibility, honesty, and reliability in the company's sustainable business practices. This trust grows when a company consistently demonstrates genuine commitment to environmental protection.

Purchase Decision

Purchase decision is the final stage in the consumer behavior process, reflecting the decision to buy or not to buy a product. Schiffman and Kanuk (2008) describe it as the process of selecting from among various alternatives, while Peter and Olson (2013) emphasize the role of knowledge and value considerations in making that decision.

Conceptual Framework



H1: Green Advertising has a positive effect on Purchase Decisions
H2: CSR Activity has a positive effect on Green Trust
H3: Eco-Label has a positive effect on Green Trust
H4: Perceived Value has a positive effect on Purchase Decisions
H5: Green Advertising has a positive effect on Purchase Decisions
H6: CSR activity has a positive effect on Purchase Decisions
H7: Eco-Label has a positive effect on Purchase Decisions
H8: Green Trust has a positive effect on Purchase Decisions
H9: Green Trust has a mediating role in the influence of Green Advertising on Purchase Decisions.
H10: Green Trust has a mediating role in the influence of CSR activity on Purchase Decisions.
H11: Green Trust has a mediating role in the influence of Eco-Label on Purchase Decisions.

RESEARCH METHODS

Research Strategy

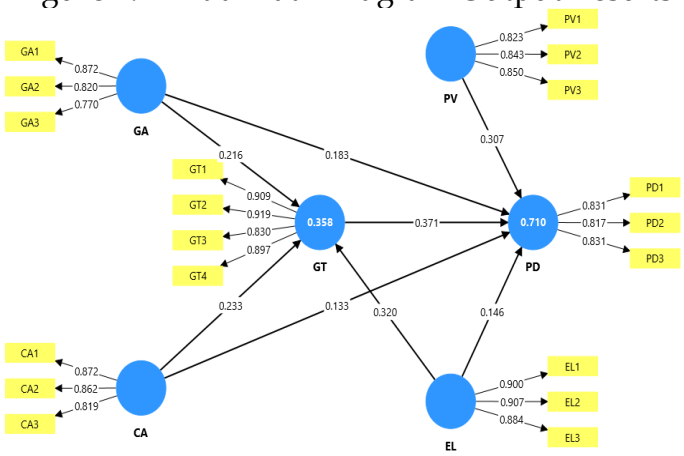
This study employed quantitative and descriptive causal methods. The population consisted of respondents who had purchased bottled drinking water. The sample size was 133. The sampling method used non-probability sampling with a purposive sampling technique. The criteria were: individuals residing in Jakarta, aged 17 years or older, having purchased bottled drinking water, and willing to complete the questionnaire. The instrument used a Likert scale ranging from 1-5 (Strongly Disagree - Strongly Agree).

RESEARCH RESULTS

Measurement Evaluation (Outer) Model

Convergent Validity

Figure 4.1 Initial Path Diagram Output Results



Source: Primary data processed by researchers, 2025

Table 4.1 Convergent Validity Test Results

Variabel	Indikator	Outer Loading	Outer Loading Value Criteria	Conclusion
Purchase Decision	PD1	0.831	0.7	Valid
	PD2	0.817	0.7	Valid
	PD3	0.831	0.7	Valid
Green Advertising	GA1	0.872	0.7	Valid
	GA2	0.820	0.7	Valid
	GA3	0.770	0.7	Valid
Eco Label	EL1	0.900	0.7	Valid
	EL2	0.907	0.7	Valid
	EL3	0.884	0.7	Valid
CSR Activity	CA1	0.872	0.7	Valid
	CA2	0.862	0.7	Valid
	CA3	0.819	0.7	Valid
Perceived Value	PV1	0.823	0.7	Valid
	PV2	0.843	0.7	Valid
	PV3	0.850	0.7	Valid
Green Trust	GT1	0.909	0.7	Valid
	GT2	0.919	0.7	Valid
	GT3	0.830	0.7	Valid
	GT4	0.897	0.7	Valid

Source: Primary data processed by researchers, 2025

Based on Figure 4.1 and Table 4.1, all statements are declared valid. This is because the loading factor values are above 0.70 (Hair et al., 2021). In addition to using loading factor values, the validity of the data in this study was also

analyzed using the Average Variance Extracted (AVE) value. The following presents the results of the validity test based on the AVE value.

Average Variance Extracted (AVE)

Table 4.2 AVE Test Results

Variable	AVE	Limit Value	Information
Purchase Decision (PD)	0.683	0.5	Valid
Green Advertising (GA)	0.676	0.5	Valid
Eco Label (EL)	0.805	0.5	Valid
CSR Activity (CA)	0.725	0.5	Valid
Perceived Value (PV)	0.704	0.5	Valid
Green Trust (GT)	0.791	0.5	Valid

Source: Primary data processed by researchers, 2025

Referring to Table 4.2, all variables in this study are declared valid because their AVE values exceed the minimum limit of 0.50.

Discriminant Validity Test

Table 4.3 Fornell Lacker Criterion Test

	CA	EL	GA	GT	PD	PV
CA	**0,851**					
EL	0,378	**0,897**				
GA	0,493	0,348	**0,822**			
GT	0,461	0,484	0,442	**0,889**		
PD	0,573	0,527	0,575	0,707	**0,826**	
PV	0,404	0,283	0,361	0,399	0,616	**0,839**

Source: Primary data processed by researchers, 2025

Based on the table above, it can be seen that all constructs have square root values of AVE greater than the correlations with other constructs. For instance, the square root of the AVE for the Purchase Decision (PD) construct is 0.826, which is higher than its correlation with other constructs.

"Table 4.4 Cross Loading Values"

	CSR Activity	Eco Label	Green Advertising	Green Trust	Purchase Decision	Perceived Value
CA1	**0,872**	0,285	0,463	0,401	0,528	0,428
CA2	**0,862**	0,341	0,436	0,348	0,462	0,334
CA3	**0,819**	0,343	0,359	0,423	0,469	0,264
EL1	0,316	**0,900**	0,310	0,436	0,465	0,232
EL2	0,380	**0,907**	0,348	0,432	0,452	0,238
EL3	0,323	**0,884**	0,280	0,434	0,499	0,290
GA1	0,414	0,315	**0,872**	0,369	0,509	0,310

GA2	0,432	0,255	**0,820**	0,405	0,486	0,321
GA3	0,365	0,291	**0,770**	0,310	0,416	0,254
GT1	0,366	0,414	0,379	**0,909**	0,555	0,279
GT2	0,461	0,509	0,396	**0,919**	0,644	0,376
GT3	0,340	0,347	0,352	**0,830**	0,575	0,292
GT4	0,452	0,436	0,438	**0,897**	0,719	0,448
PD1	0,456	0,526	0,439	0,546	**0,831**	0,466
PD2	0,441	0,337	0,554	0,622	**0,817**	0,487
PD3	0,522	0,447	0,431	0,581	**0,831**	0,571
PV1	0,399	0,264	0,321	0,371	0,531	**0,823**
PV2	0,330	0,206	0,277	0,322	0,523	**0,843**
PV3	0,282	0,242	0,311	0,307	0,494	**0,850**

Source: Primary data processed by researchers, 2025

Based on Table 4.4, it can be concluded that each indicator has the highest loading value on the construct it measures compared to other constructs. Thus, all indicators are declared valid, and no issues were found in the discriminant validity test.

Reliability Test

Table 4.5 Hajil Reliability Test

Variable	**Cronbach's alpha**	**Composite reliability (rho_a)**	**Composite reliability (rho_c)**
CSR Activity	0,810	0,813	0,888
Eco Label	0,879	0,879	0,925
Green Advertising	0,759	0,769	0,862
Green Trust	0,912	0,921	0,938
Purchase Decision	0,768	0,768	0,866
Perceived Value	0,789	0,790	0,877

Source: Primary data processed by researchers, 2025

Table 4.5 shows that all latent variables have a Composite Reliability value of ≥ 0.7, and the Cronbach's Alpha results also show a value of ≥ 0.7 for all latent variables. Based on these results, it can be concluded that each construct in this research model has good reliability. This means that the instruments or questionnaires used in this study have proven reliable and consistent in measuring the intended variables.

Structural Model Evaluation (Inner Model)

R-Square Value

Table 4.6 R-Square Test Results

Variable	R-square	R-square adjusted
Green Trust (Z)	0,358	0,343
Purchase Decision (Y)	0,710	0,699

Source: Primary data processed by researchers, 2025

Based on Table 4.6, it is known that the coefficient of determination R Square for the Green Trust (Z) construct is 0.358. This value indicates that 35.8% of the variation in Green Trust can be explained by three Independent variables, namely Green Advertising, CSR Activity, and Eco Label, while the remaining 64.2% is influenced by other factors outside the research model. The R-square value for the Purchase Decision (Y) construct is recorded at 0.710, which indicates that 71% of changes in Purchase Decision can be explained by the variables Green Advertising, Eco Label, CSR Activity, Perceived Value and Green Trust as Intervening variables. Meanwhile, the remaining 29% is explained by other variables not included in this model.

F Square

Table 4.7 Results of the F-Square Determination Coefficient

Variable	f-square	Effect Size
CSR Activity -> Green Trust	0,060	Weak
CSR Activity -> Purchase Decision	0,039	Weak
Eco Label -> Green Trust	0,131	Weak
Eco Label -> Purchase decision	0,054	Weak
Green Advertising -> Green Trust	0,053	Weak
Green Advertising -> Purchase Decision	0,078	Weak
Green Trust -> Purchase Decision	0,294	Weak
Perceived Value -> Purchase Decision	0,248	currently

Source: Primary data processed by researchers, 2025

The analysis results show that most of the relationships between variables in the model have weak effect sizes. Green Advertising, CSR Activity, and Eco Label each provide small contributions to Green Trust and Purchase Decision. However, Perceived Value shows a moderate effect size on Purchase Decision (f^2 = 0.248), as does Green Trust on Purchase Decision (f^2 = 0.294). These findings confirm the important role of Green Trust as a mediator that strengthens the influence of Green Advertising, CSR Activity, and Eco Label variables on consumer purchasing decisions.

Value predictive relevance Q-square

Table 4.8 Results of Q-square predictive relevance values

Variable	Q^2predict
Green Trust (Z)	0,320
Purchase Decision (Y)	0,595

Source: Primary data processed by researchers, 2025

Based on Table 4.8, it is known that the Green Trust (Z) variable has a Q-square value of 0.320, which indicates that the model has moderate predictive

ability for this construct. This means that the Green Trust construct is quite well predicted by the independent variables in the model, such as Green Advertising, Eco Label, and CSR Activity. Meanwhile, the Purchase Decision (Y) variable shows a Q-square value of 0.595, which is included in the strong category. This indicates that the structural model has excellent predictive ability.

Model Fit

Table 4.9 Model Fit Results

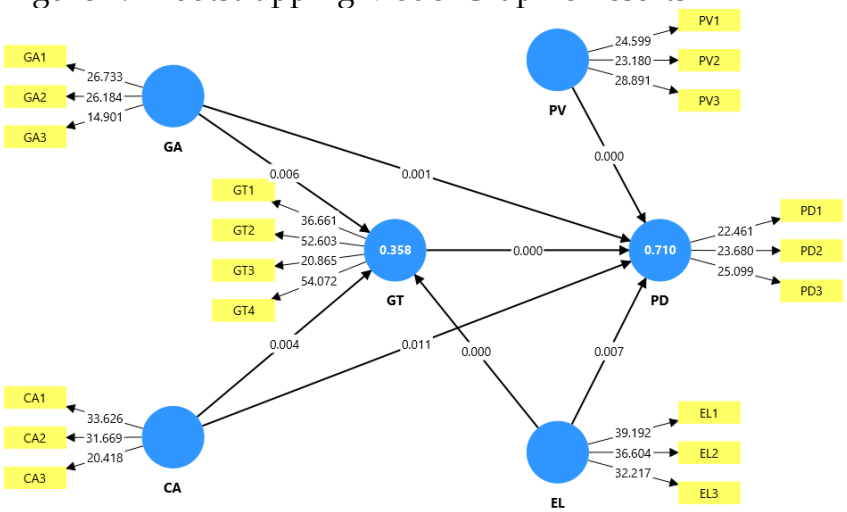
	Saturated model	Estimated model
SRMR	0,065	0,069
d_ULS	0,793	0,902
d_G	0,439	0,442
Chi-square	351,041	348,226
NFI	0,773	0,775

Source: Primary data processed by researchers, 2025

The test results show that the SRMR values for the saturated and estimated models are 0.065 and 0.069, respectively, below the threshold of 0.09, indicating good model fit. Furthermore, the NFI values of 0.773 and 0.775, respectively, indicate that the model has an adequate overall fit.

HYPOTHESIS TEST RESULTS

Figure 4.2 Bootstrapping Model Graphic Results



Source: Primary data processed by researchers, 2025

Table 4. 10 Results of Hypothesis Test Analysis

Hipotesa	Variable	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values	Information	Results
Pengaruh Langsung								
H1	Green Adve	0,216	0,219	0,079	2,727	0,006	Significant	Accepted

	rtisin g → Green Trust							
H2	CSR Activi ty → Green Trust	0,233	0,23 5	0,08	2,905	0,00 4	Signifi cant	Acce pted
H3	Eco Label → Green Trust	0,320	0,31 8	0,075	4,283	0,00 0	Signifi cant	Acce pted
H4	Percei ved Value → Purch ase Decisi on	0,307	0,31 1	0,046	6,739	0,00 0	Signifi cant	Acce pted
H5	Green Adve rtisin g → Purch ase Decisi on	0,183	0,18 3	0,055	3,308	0,00 1	Signifi cant	Acce pted
H6	CSR Activi ty → Purch ase Decisi on	0,133	0,13 4	0,052	2,549	0,01 1	Signifi cant	Acce pted
H7	Eco Label → Purch ase Decisi on	0,146	0,15	0,055	2,681	0,00 7	Signifi cant	Acce pted

H8	Green Trust → Purchase Decision	0,371	0,365	0,065	5,729	0,000	Significant	Accepted
Pengaruh Tidak Langsung								
		Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values	Information	RESULT
H9	Green Advertising → Green Trust → Purchase Decision	0,080	0,080	0,034	2,383	0,017	Significant	Accepted
H10	CSR Activity → Green Trust → Purchase Decision	0,086	0,086	0,032	2,691	0,007	Significant	Accepted
H11	Eco Label → Green Trust → Purchase Decision	0,119	0,115	0,031	3,785	0,000	Significant	Accepted

Source: Primary data processed by researchers, 2025

Based on Table 4.10, the results of the hypothesis test analysis show that the path coefficient values (original sample) range from 0.080 to 0.371. This indicates that all variables in the model have a positive relationship with each other. Furthermore, the results of the hypothesis test are also visualized in the form of a structural model graph, which displays the path coefficients based on the t-statistic significance level and the p-value for each relationship between variables.

DISCUSSION

Effect of Green Advertising on Green Trust

The study indicates that green advertising has a positive and significant effect on green trust. In other words, the stronger the environmental message embedded in advertisements, the higher the consumer trust in the product. This finding aligns with Li & Shan (2025), who found that green advertising effectively fosters positive perceptions and consumer trust. It suggests that sustainability messaging in ads plays a relevant role in establishing trust toward bottled water (AMDK) products.

Effect of CSR Activity on Green Trust

Results show that CSR activities positively and significantly enhance green trust. This means that the more active and environmentally relevant a company's CSR programs are, the higher the consumer's trust in the company's commitment to the environment. AMDK consumers in Jakarta now evaluate aspects like waste management or packaging reuse education as integral to a company's integrity. This echoes the findings of Hang et al. (2022) and Mo et al. (2022), which concluded that consistent and environmentally focused CSR enhances public trust in organizations. For urban consumers, CSR is viewed not just as image-building but as a genuine reflection of environmental responsibility.

Effect of Eco-Label on Green Trust

The research confirms that eco-labels have a positive and significant effect on green trust among AMDK consumers. As symbols of sustainability, eco-labels signal compliance with environmental standards, boosting consumers' perception of brand responsibility. This result mirrors studies by Gorton et al. (2021) and Hossain et al. (2022), which state that eco-labels enhance consumer trust in the brand's sustainability integrity. In urban markets like Jakarta, eco-labels serve as environmental assurance, reinforcing a brand's credibility amid ongoing issues related to plastic waste.

Effect of Perceived Value on Purchase Decision

Perceived value was found to have a positive and significant influence on AMDK purchase decisions in Jakarta. Consumers evaluate products not only by price but also by quality, convenience, safety, and sustainability contributions. When perceived benefits are equal to or exceed the sacrifices, consumers are more likely to make a purchase. This is consistent with the findings of Chauhan & Goyal (2024) in Santri (2024) and Nurhalisa et al. (2023), which identify perceived value as a strong predictor of sustainable consumption behaviors.

Effect of Green Advertising on Purchase Decision

The data reveal that green advertising positively and significantly affects AMDK purchase decisions. As a communication tool that highlights sustainability, green advertising shapes positive consumer perceptions, driving purchase behaviors—especially in urban, environment-conscious segments. This finding corroborates Shimp & Andrews (2013) in Rahimah (2022), who assert that green advertising educates and influences consumer decision-making. Companies that consistently convey environmental messages—such as using recycled packaging or reducing carbon emissions—can build positive brand images and drive purchase preference.

Effect of CSR Activity on Purchase Decision

CSR activities were found to positively and significantly influence purchase decisions for AMDK in Jakarta. CSR initiatives such as plastic waste reduction, recycling programs, or community engagement resonate with increasingly socially and environmentally conscious consumers. When companies demonstrate real commitment, CSR builds positive image and drives buying behavior. This aligns with Verma (2024), who reports that CSR significantly impacts purchasing decisions, particularly when it resonates with consumer values.

Effect of Eco-Label on Purchase Decision

Eco-labels also showed a positive and significant influence on purchase decisions. As indicators that products meet environmental standards, eco-labels help consumers identify items aligned with their sustainability values, enhancing trust in environmental claims and prompting purchase. This finding is in line with Ferarri et al. (2015) in Hameed & Waris (2018), who note that eco-label credibility influences eco-conscious consumer behavior.

Effect of Green Trust on Purchase Decision

Green trust was found to have a positive and significant effect on AMDK purchase decisions in Jakarta. Trust in a company's environmental commitment drives consumers to choose products from brands perceived as eco-friendly. Green trust develops from positive experiences, transparent communication, and credible certifications. This mirrors Kusuma & Permana (2023) in Puspaningrum et al. (2023), which finds green trust a significant driver of eco-friendly purchasing behavior. It confirms that green trust is a key determinant in building consumer loyalty and preference in eco-conscious markets.

Mediation: Green Trust Between Green Advertising and Purchase Decision

The results show that green trust significantly mediates the relationship between green advertising and AMDK purchase decisions. Green advertising that emphasizes environmental commitment builds trust, which in turn influences buying behavior. This aligns with Sun et al. (2020), who demonstrate that green trust strengthens the effect of green advertising on consumers' purchasing actions. Thus, the effectiveness of green advertising hinges on a company's ability to build trust through honest and transparent communication.

Mediation: Green Trust Between CSR Activity and Purchase Decision

Green trust also mediates the relationship between CSR activity and purchase decisions. CSR implemented consistently and transparently builds consumer trust in a company's environmental sustainability, ultimately influencing purchases. This finding aligns with Yu et al. (2020), which confirms trust as a mediator between CSR and purchase behavior. Hence, CSR's effectiveness depends on its credibility and transparency in building green trust.

Mediation: Green Trust Between Eco-Label and Purchase Decision

The study finds that green trust significantly mediates the eco-label → purchase decision pathway. A credible eco-label strengthens consumer trust in environmental claims, driving green product purchases. This matches Chen et al. (2015) in Rakhmawati (2023), which suggests environmental labels improve trust and purchase behaviors in eco-conscious consumers, highlighting that eco-labels are effective only when they genuinely build trust.

CONCLUSION

The research demonstrates that all independent variables—green advertising, CSR activity, eco-label, and perceived value—influence purchase decisions for AMDK in Jakarta, both directly and through the mediation of green trust. Green advertising, CSR, and eco-labels enhance green trust, which serves as a crucial bridge between green marketing strategies and consumer buying behavior. The findings underscore the importance of building sustainability-based trust as a key strategy for encouraging environmentally-friendly purchasing decisions.

RECOMMENDATIONS

This study has several limitations:

1. **Geographic Scope**: Limited to Jakarta; future research should expand to other regions in Indonesia for greater generalizability.
2. **Attitude–Behavior Gap**: There may be a divide between stated environmental attitudes and actual buying behavior, which is often driven by pragmatic factors like price and availability. We recommend including additional variables such as environmental concern, perceived price, and consumer attitude in future models.
3. **Methodological Depth**: The quantitative approach used may not fully capture consumer perceptions and motivations. We suggest employing qualitative or mixed-method designs in future research to provide more contextual insights.

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