



Building Green Purchase Intention: The Mediating Role of Green Trust on Green Packaging and Green Product of Moutoya

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ABSTRAK

The purpose of this study is to test the role of *green trust* in mediating the influence of *green packaging* and *green products* on *green purchase intention* in Moutoya bottled drinking water consumers. Increasing environmental awareness and competition in the bottled water industry are important backgrounds in understanding the factors that encourage environmentally friendly purchasing intentions. This study uses a quantitative approach by collecting data from 170 Moutoya consumers in Cirebon City using purposive sampling techniques through a structured questionnaire. Data analysis was carried out using the Partial Least Square (PLS) method with the help of SmartPLS software. The results of the study show that *green packaging* and *green products* have a positive and significant effect on *green trust*, and *green trust* has a positive effect on *green purchase intention*. Other findings show that *green packaging* does not have a direct effect on purchase intention, but its effect becomes significant when mediated by *green trust*, while *green products* have a significant effect both directly and through *green trust*. These findings confirm the importance of consumer trust in encouraging environmentally friendly purchase intentions.

INTRODUCTION

The global environmental problem has reached alarming levels, with plastic pollution being one of the most pressing challenges facing modern society. The latest data from Indonesia's Ministry of Environment and Forestry (MoEF) published by the SIPSN noted that the country will produce 36 million tons of waste by 2024, of which plastic waste accounts for 19.57% of the total waste composition, exceeding the contribution of paper waste of 11.16%. Similar trends are observed in various parts of the world, where the consumption of single-use plastics continues to increase which is estimated to reach 236.3 million tons by 2050 especially in the consumer goods sector, creating significant pressure on marine and terrestrial ecosystems (Dokl et al., 2024).

This increasing awareness of environmental impact has changed consumption patterns, with more consumers now looking for eco-friendly product alternatives that offer sustainable value without sacrificing functional quality (Khakwani et al., 2024). This has led to the emergence of the concept of *green marketing*, where companies seek to integrate eco-friendly values into product strategies, including through *green packaging* and *green products* (Sukrisno et al., 2025). Empirical studies show that products with environmentally friendly attributes are able to significantly increase consumer buying interest, especially in a market that is increasingly aware of sustainability issues (Susminingsih et al., 2024).

Bottled Water Companies (AMDK) in Indonesia face the challenge of balancing production efficiency and commitment to environmental sustainability. Some big brands such as Aqua, Le Minerale, and Cleo have started introducing eco-friendly initiatives through the use of *recyclable* bottles and single-use plastic reduction campaigns. Products such as "Mountoya" produced by PT Toyamilindo is one of them, is a local bottled water product that carries the image of a pioneer of mineral water in bottles without plastic labels in Indonesia with packaging and products that are claimed to be environmentally friendly (Herlina, 2019), but consumer perceptions of the authenticity of these claims are still diverse. Studies by Wibowo et al., (2022) and Adam & Dudi, (2025) show that *green trust* plays a significant role in forming *green purchase intention* in similar products. However, the effectiveness of Mountoya's green marketing strategy still needs to be studied, especially related to the extent to which *green packaging* and *green product elements* affect consumer confidence and purchase intention.

The special phenomenon of bottled water products shows that packaging plays a dual role: as a determinant of the perception of cleanliness, safety, and practicality, as well as as a source of waste that contributes to environmental pollution due to the high consumption and disposal of single-use packaging (Santoso & Fitriani, 2016). The results of a recent study conducted by Frias et al., (2025) show that *green packaging* can increase brand perception and purchase intent among certain segments, especially young consumers who are sensitive to environmental issues. However, the effect depends on whether consumers perceive green claims to be trustworthy and in line with the expected function of the product (Yonalia & Bahri, 2025).

A study found that *green product* attributes contribute significantly to consumer loyalty and purchase intent. According to research by Subiantoro & Budidharmanto, (2021), consumers' loyalty to Starbucks is positively and significantly impacted by green product, highlighting the crucial role that green products play in influencing brand preferences and purchase intent in branded food and beverage service items. Similarly, studies on food products by Hasanudin et al., (2024) show the positive influence of *green products* on green purchasing intentions, indicating that in some contexts of local consumer products, green product attributes can be a driver of eco-friendly purchasing behavior. However, this finding is negatively correlated with the results of a study conducted by Kirana et al., (2025), which found that green product attributes do not always significantly influence purchase intentions. This suggests that consumer trust and technical product attributes play a crucial role in mediating the influence of eco-friendly attributes on actual purchasing behavior.

Problems arising from this phenomenon include the gap between environmental awareness and purchasing behavior, as well as the vulnerability of green marketing strategies to criticism of greenwashing if claims are not followed by sufficient evidence or transparency (Sethi & Malviya, 2025). A number of studies have identified factors that cause this gap, including lack of convenience of use, limited consumer knowledge about green attributes, and low levels of trust in companies' environmental claims. When it comes to bottled water products that must meet strict safety and quality regulations, all of these variables are pertinent. The role of green trust mediation in the relationship between green perception and purchase intent is confirmed by a number of cross-sector studies, such as those in electronics and food and beverage. However, the application and testing of similar mediation models in bottled water is still limited, and replication on different brands is necessary to improve the findings' external validity.

This study presents a new contribution through the integration of green trust as a mediating variable that connects green products and green packaging with green purchase intention. The direct impact of these factors on Green Purchase Intention was more often examined in earlier related studies. Nonetheless, the study demonstrates that customer trust in eco-friendly promises might strengthen the impact of both factors on purchase intent. Practically speaking, the study's findings should serve as a guide for businesses creating more successful green marketing communication plans, boosting environmental transparency, and fostering customer confidence. Thus, the purpose of this study is to determine how much green packaging and goods influence Mountoya customers' intentions to make green purchases and how green trust plays a mediating role in this connection.

LITERATURE REVIEW

Theory of Planned Behavior - TPB

Based on the Theory of Planned Behavior (TPB) proposed by Ajzen, (1991), behavioral intention is formed through the interaction of three primary constructs: attitude toward the behavior, subjective norms, and perceived behavioral control. Customers reinforce their buy intent when they have a favorable perception of an eco-friendly product's qualities, sense social support for eco-friendly decisions, and believe they have influence over the product's availability.. This intent directly predicts actual purchase behavior (Fadhilah et al., 2025). In addition, perceived behavioral control has a dual effect that affects direct intentions and behaviors, meaning that consumers who are confident they can easily obtain eco-friendly products are more likely to follow through on their purchase intentions, making TPB particularly relevant to understand the formation of eco-friendly purchase intentions in the Indonesian bottled water market (Najib & Dewi, 2025).

Green Packaging

Sustainable packaging is defined as packaging that is made to have as little of an impact on the environment as possible over its whole life cycle, from manufacturing to disposal (Arshad et al., 2025). In the beverage sector, this involves the use of materials and designs that save resources, increase recycling, and reduce greenhouse gas emissions while maintaining product protection and quality. According to Santoso & Fitriani, (2016) indicators of eco-friendly packaging include: a) *Green packaging* can be recycled; b) *Green packaging* can be reused; c) *Green packaging* is made from recycled materials and; d) *Green packaging* does not use harmful materials.

Green Product

Green products are defined as those whose design or manufacturing method may be changed to lessen or completely remove undesirable environmental effects (Durif et al., 2010). By saving resources and reducing the use of hazardous materials, pollution, and waste, green products are intended to preserve or enhance the environment during manufacture, use, or disposal (Bhardwaj et al., 2020). According to Santoso & Fitriani, (2016) and Lestari et al., (2020) indicators of green products include: a) Products are made with consideration for their effects on the environment.; b) The product's raw materials are safe; c) The quality of the product is maintained even though it is environmentally friendly

Green Trust

Green trust refers to consumer trust in a company's environmental commitments. Wicaksono & Darpito, (2023) positioning Green Trust as a result of consumers' multidimensional assessment of the company based on 3 main dimensions, namely product reliability, honesty of communication, and environmental commitment. Five distinct indicators are used to measure this construct: a) the product's reputation is dependable; b) the product's environmental performance is dependable; c) the product's environmental

claims are credible; d) the product's environmental concern meets expectations; and e) as well as commitments and promises to protect the environment..

Green Purchase Intention

According to Schiffman and Wisenblit (2014), “green purchase intention” refers to customers' propensity to select ecologically friendly items based on their attitudes, beliefs, and actions about environmental preservation. Five indicators created by earlier researchers (Chen & Chang, (2012); Lee, (2017); Nguyen et al., (2019)) are used to measure green purchase intention: a) consumer interest in purchasing environmentally friendly products; b) consumers' intention to purchase environmentally friendly products in the future; c) consumers' priority on environmentally friendly products in purchasing decisions; d) customers' readiness to suggest eco-friendly goods to others; e) customers' favorable attitudes regarding buying eco-friendly goods.

The Influence of Green Packaging on Green Trust

Green packaging with clear sustainability information communicates environmental commitments and strengthens consumer trust. The study by Ahmad et al. (2024) demonstrates that clear communication on sustainability issues, which enables consumers to evaluate the legitimacy of environmental activities and develop trust in brand integrity, has a substantial influence on consumer trust in sustainable packaging.

H1: Green Packaging significantly affects the Green Trust.

The Influence of Green Products on Green Trust

Green trust is defined as the general inclination or readiness to depend on a product, service, or brand based on expectations or beliefs arising from credibility, good acts, and competence in environmental performance (Chen, 2010). Previous research by Teguh & Ignatia, (2022) shows that Green Products significantly influence Green Trust through product reliability, honest communication, and demonstrated environmental commitment. This skeptical consumer tendency is suspected to be a mediation that strengthens the influence of environmentally friendly products on environmental trust.

H2: Green Products significantly affect Green Trust

The Influence of Green Trust on Green Purchase Intention

One of the most important factors influencing consumers' desire to buy eco-friendly items is their confidence in the company's environmental commitment. Customers are more likely to buy eco-friendly items if they have greater faith in the company's honesty and credibility in handling environmental damage (Bahtiar & Asih, 2025). This demonstrates how customers' sense of green value and their decision to buy eco-friendly items are connected by the veracity of environmental claims.

H3: Green Trust significantly affects Green Purchase Intention

The Influence of *Green Packaging* on *Green Purchase Intention*

One significant factor influencing customer purchase decisions is product packaging. According to Rahmawati & Dermawan (2024) research, Fore Coffee customers' purchase intentions are strongly and favorably influenced by green packaging. According to another study by Ayu et al. (2024), green packaging influences customers' perceptions of a company's environmental commitment in a favorable and substantial way via mediating green attitudes.

H4: Green Product significantly affects Green Purchase Intention

The Influence of *Green Products* on *Green Purchase Intention*

Previous research from Hasanudin et al., (2024) shows that eco-friendly products, which include sustainable resources, product quality maintenance, and environmental attributes, have a strong positive influence on consumer purchase intent.. As a result, the features of eco-friendly products may make a big difference in the market and improve customers' perceptions of the worth of the environment, which greatly increases consumers' intentions to buy green products.

H5: Green Product significantly affects Green Purchase Intention.

The Effect of *Green Trust Mediation* on the Relationship Between *Green Packaging* and *Green Purchase Intention*

Green packaging impacts consumers' intentions to make environmentally friendly purchases through a green trust mediation process. According to Yang & Zhao (2019), green packaging design is a strong predictor of green trust, which increases brand attachment. According to Chen & Chang's (2012) results, green trust plays a significant role in mediating the relationship between green perceived value and green purchase intention. Thus, the validity of green packaging and consumer purchase intentions are closely linked by green trust.

H6: Green Trust mediates the effect of Green Packaging on Green Purchase Intention

The Effect of *Green Trust Mediation* on the Relationship Between *Green Product* and *Green Purchase Intention*

Green products influence green purchase intention through green trust mediation. Consumers are inherently skeptical of environmental claims. Therefore, *green product attributes* (such as eco-friendly materials) must first build trust (Green Trust) before finally translating into purchase intention (Bagia et al., 2024). Without this trust, a product's green attributes won't be strong enough to influence a purchase decision. Therefore, Green Trust is a crucial link between customers' perceptions of green products and their intention to purchase them, rather than merely an extra element.

H7: Green trust mediates the effect of Green Product on Green Purchase Intention

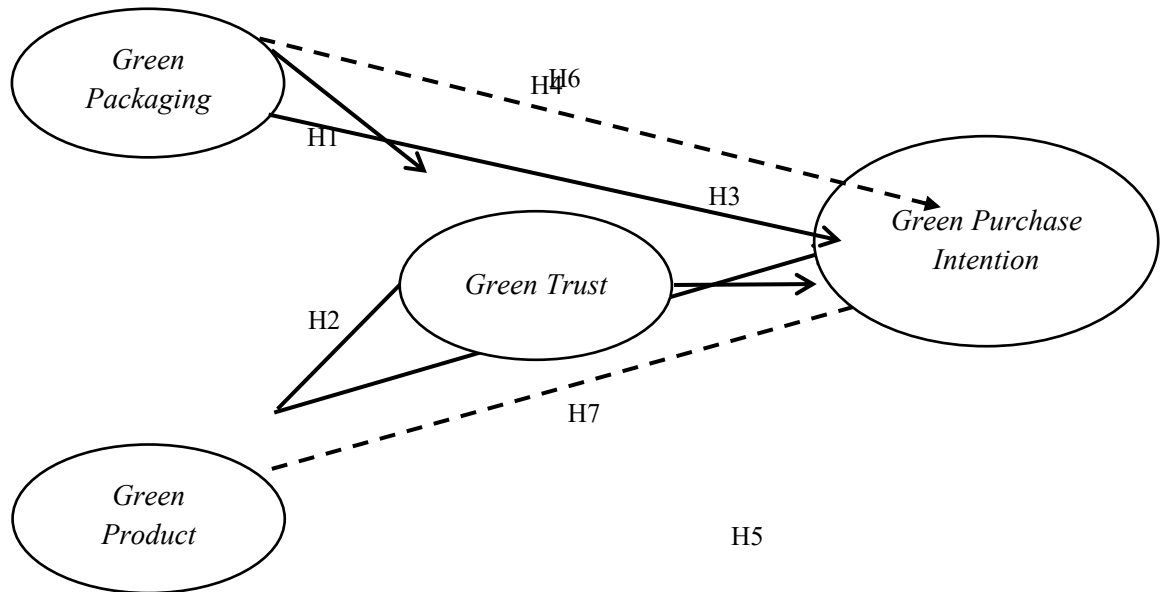


Figure 1. Conceptual Framework

METHODOLOGY

This study employs an explanatory research design and a quantitative methodology. This method was used because the goal of the study is to clarify the causal link between the variables examined, namely the function of green trust in mediating the impact of green packaging and green products on green purchase intention in Mountoya bottled water.

The population of this study includes all consumers who have purchased and consumed Mountoya products in Cirebon and its surroundings. Purposive sampling, which involves choosing respondents according to certain standards consistent with the study's objectives, is the sampling strategy employed. The respondents' criteria are: consumers who have purchased Mountoya products, are at least 17 years old, and have an understanding of the concept of environmentally friendly products. The sample size was determined using the Hair et al. (2010) method, which suggested at least ten times the number of research indicators. 170 Mountoya bottled water consumers with 17 indicators made up the study's sample.

This study employed a variance-based alternative partial least squares (PLS) data analysis approach utilizing SmartPLS software version 4.1.1.7 Two models are used in the PLS calculation stage: the Measurement Model (Outer Model) and the Structural Model Testing (Inner Model).

RESEARCH RESULTS

Characteristics of Respoonden

A comprehensive summary of the demographic traits of the research participants is given in Table 1. This demographic information is important to understand the characteristics of respondents and provide context in interpreting the research findings, especially those related to environmentally friendly purchasing behavior. The characteristics presented include respondents' gender, age, last education, and occupation. This data's presentation aids in evaluating the degree of sample variety and its applicability to studies on how green trust influences consumers' intentions to make green purchases of Mountoya bottled drinking water products.

Table 1. Respondent Characteristics

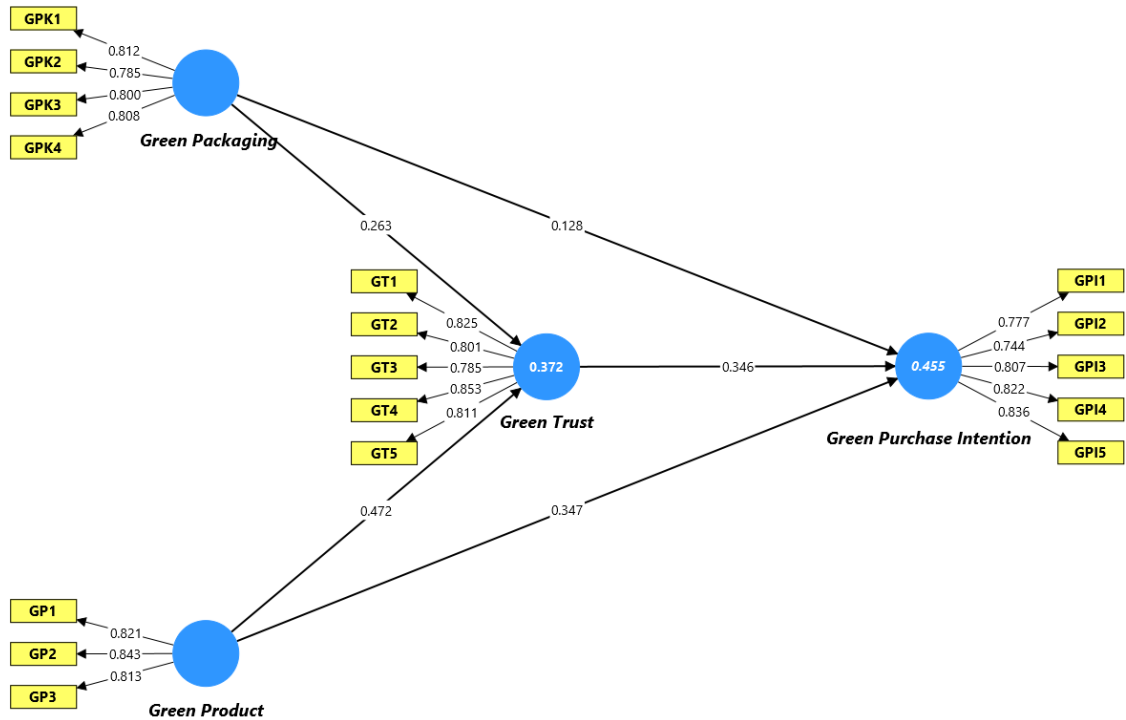
Characteristics	Categories	Number of Respondents	Percentage (%)
Gender	Male	81	47.6%
	Female	89	52.4%
Age	17-20	9	5.3%
	21-30	146	85.9%
	31-40	11	6.5%
	> 40	4	2.4%
Final Education	High School/Vocational School/equivalent	118	69.4%
	Diploma	13	7.6%
	Bachelor	39	22.9%
	Student/Student	107	62,9%
Jobs	Private Employees	33	19.4%
	Civil Servant	8	4.7%
	Self-Employed/Entrepreneur	14	8,2%
	Others	8	4,7%

Source: SmartPLS 4 (edited by the author, 2026)

Table 1 shows that there were 170 respondents in this survey, with 52.4% of them being women and 47.6% being males. The majority of responders (85.9%) were between the ages of 21 and 30. The majority of respondents (69.4%) had a high school, vocational, or similar education, followed by S1 (22.9%) and D1-D3 (7.6%) graduates. Meanwhile, based on occupation, respondents were dominated by students/students (62.9%), followed by private employees (19.4%), self-employed/entrepreneurs (8.2%), and civil servants and other occupations at 4.7% each. The demographic composition provides an overview of the distribution of age, education, and occupation of respondents in this study.

Measurement Model Analysis or *Outer Model*

Figure 2. Outer Model Test Results



Source: SmartPLS 4 (edited by the author, 2026)

According to Table 2, every indicator in the study's variables has a loading factor greater than 0.7, with this it is concluded that all indicators in each variable (Green Purchase Intention, Green Packaging, Green Product, Green Trust) pass the validity criteria in the study so that they can be analyzed in the future.

Table 2. Outer Loading

Variable	Indicator	Outer Loading	Criteria	Remarks
<i>Green Purchase Intention (Y)</i>	GPI1	0.777	> 0.7	valid
	GPI2	0.744	> 0.7	valid
	GPI3	0.807	> 0.7	valid
	GPI4	0.822	> 0.7	valid
	GPI5	0.836	> 0.7	valid
<i>Green Packaging (X1)</i>	GPK1	0.812	> 0.7	valid
	GPK2	0.785	> 0.7	valid
	GPK3	0.800	> 0.7	valid
	GPK4	0.808	> 0.7	valid
<i>Green Product (X2)</i>	GP1	0.821	> 0.7	valid
	GP2	0.843	> 0.7	valid
	GP3	0.813	> 0.7	valid
<i>Green Trust (Z)</i>	GT1	0.825	> 0.7	valid
	GT2	0.801	> 0.7	valid
	GT3	0.785	> 0.7	valid
	GT4	0.853	> 0.7	valid

	GT5	0.811	> 0.7	valid
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Source: SmartPLS 4 (edited by the author, 2026)

Each indicator in the loading value variable to be targeted is higher than the loading value with other variables, as Table 3 indicates. After considering these findings, it can be said that every indication used in the study has discriminant validity in the good category to build each variable.

Table 3. Cros Loading Factor

Indicator	Variable			
	<i>Green Purchase Intention</i>	<i>Green Packaging</i>	<i>Green Product</i>	<i>Green Trust</i>
GPI1	0.777	0.280	0.411	0.456
GPI2	0.744	0.208	0.350	0.410
GPI3	0.807	0.352	0.507	0.486
GPI4	0.822	0.275	0.564	0.492
GPI5	0.836	0.388	0.452	0.507
GPK1	0.342	0.812	0.270	0.429
GPK2	0.300	0.785	0.176	0.241
GPK3	0.316	0.800	0.305	0.295
GPK4	0.256	0.808	0.262	0.329
GP1	0.475	0.321	0.821	0.482
GP2	0.532	0.294	0.843	0.505
GP3	0.418	0.156	0.813	0.376
GT1	0.520	0.379	0.511	0.825
GT2	0.465	0.351	0.352	0.801
GT3	0.474	0.361	0.468	0.785
GT4	0.502	0.335	0.483	0.853
GT5	0.445	0.252	0.438	0.811

Source: SmartPLS 4 (edited by the author, 2026)

Table 4. Average Variance Extracted (AVE)

Variable	<i>Average Variance Extracted (AVE)</i>	Criteria	Remarks
<i>Green Purchase Intention (Y)</i>	0,637	>0,5	valid
<i>Green Packaging (X1)</i>	0,642	>0,5	valid
<i>Green Product (X2)</i>	0,682	>0,5	valid
<i>Green Trust (Z)</i>	0,665	>0,5	valid

Source: SmartPLS 4 (edited by the author, 2026)

According to Table 4, each variable's AVE value is more than 0.5, indicating that each variable has strong validity.

Table 5. Construct Reliability

Variabel	Cronbach's Alpha	Composite Reliability	Criteria	Remarks
<i>Green Purchase Intention (Y)</i>	0,857	0,897	>0,7	Reliabel
<i>Green Packaging (X1)</i>	0,816	0,878	>0,7	Reliabel
<i>Green Product(X2)</i>	0,769	0,866	>0,7	Reliabel
<i>Green Trust (Z)</i>	0,874	0,908	>0,7	Reliabel

Source: SmartPLS 4 (edited by the author, 2026)

According to the Construct Reliability test shown in Table 5, each variable in the research has good reliability as its Cronbach's Alpha and Composite Reliability values are more than 0.7.

Table 6. Discriminant validity - Heterotrait-monotrait ratio (HTMT)

	<i>Green Packaging</i>	<i>Green Product</i>	<i>Green Purchase Intention</i>	<i>Green Trust</i>
<i>Green Packaging</i>				
<i>Green Product</i>	0.394			
<i>Green Purchase Intention</i>	0.446	0.698		
<i>Green Trust</i>	0.473	0.665	0.679	

Source: SmartPLS 4 (edited by the author, 2026)

The examination of discriminant validity using the HTMT approach, which shows the correlation between latent variables, is displayed in Table 6. The widely recognized value must be less than the threshold of 0.90 (Henseler et al., 2015). The table shows that all HTMT values across constructs are significantly below 0.90, indicating that each construct in this study model is distinct from the others and has successfully satisfied the discriminant validity.

Structural Model Analysis or Inner Model

Path coefficient tests and hypothesis tests are used in structural model analysis, sometimes referred to as internal model analysis, to ascertain the link between variables that are defined and measured.

The structural model was evaluated by looking at the values of R² to gauge how predictable the endogenous construct was, f² to determine how much each predictive construct contributed, and Q² to assess how relevant the model's predictions were. When evaluating the model, three key metrics are considered. First, the R² value indicates the extent to which the model explains the variation; values of 0.75 or more are considered significant, 0.50 as moderate, and 0.25 as weak. Second, using thresholds of 0.35 (big), 0.15 (middle), and 0.02 (small), the f² impact size evaluated each exogenous variable's contribution. Lastly, the Q² value shows how relevant the forecast is; values over 0.35 indicate high predictive power, above 0.15 indicate moderate predictive power, and above 0.02 indicate weak predictive power (Hair et al., 2019) . The full results are presented in Table 7.

Table 7. Structural Model Analysis: f^2 , R^2 , and Q^2

Endogenous Construct	Predictor	f^2	Effect Size	R^2	R^2 Category	Q^2	Predictive Relevance
Green Trust	Green Packaging	0.099	Small Effect	0.372	Moderate	0.348	Medium Predictive Relevance
	Green Product	0,319	Medium Effect				
Green Purchase Intention	Green Packaging	0.025	Small Effect	0.455	Moderate	0.352	Large Predictive Relevance
	Green Product	0,15	Medium Effect				
	Green Trust	0,138	Small Effect				

Source: SmartPLS 4 (edited by the author, 2026)

The results in Table 7 show that Green Trust and Green Purchase Intention are moderately explained by exogenous variables in the model, with R^2 values of 0.372 and 0.455 respectively and Q^2 values of 0.348 and 0.352, indicating adequate to high predictive relevance. In terms of partially explaining both endogenous constructs, green products have a greater impact than green packaging. Overall, the study model does a decent job of predicting consumers' intentions to buy eco-friendly items. Table 8 displays the hypothesis testing findings, which include both direct and indirect (mediating) effects between constructs..

Table 8. Bootstrapping Results of Direct Influence and Mediation Effects

Hypothesis	Path Coeffisients	T-Statistics	P-Values	Remarks
<i>Green Packaging => Green Trust</i>	0,263	4,536	0,000	(Accepted) Significant
<i>Green Product => Green Trust</i>	0,472	6,528	0,000	(Accepted) Significant
<i>Green Trust => Green Purchase Intention</i>	0,346	4,095	0,000	(Accepted) Significant
<i>Green Packaging => Green Purchase Intention</i>	0,128	1,905	0,057	(Declined) Insignificant
<i>Green Product => Green Purchase Intention</i>	0,347	4,428	0,000	(Accepted) Significant
<i>Green Packaging => Green Trust -> Green Purchase Intention (Mediation)</i>	0,091	2,744	0,006	(Accepted) Significant
<i>Green Product => Green Trust -> Green Purchase Intention (Mediation)</i>	0,163	3,727	0,000	(Accepted) Significant

Source: SmartPLS 4 (edited by the author, 2026)

The intensity and direction of the association between the research model's constructs are displayed by the route coefficient in Table 8. T-statistical values and P-values were used for hypothesis testing; a connection is considered significant if the T-statistic > 1.96 and the P-values < 0.05. An outline of the

direct and indirect relationships between the variables in the research model is given by the path coefficient test findings.

DISCUSSION

The Influence of Green Packaging on Green Trust

This study confirms that green packaging has a positive and significant influence on green trust. The more environmentally friendly and recyclable packaging designs, the higher consumer confidence in the brand's commitment to preserving the environment. According to Yang & Zhao, (2019) and Ding et al., (2024), design eco-friendly packaging can increase consumer trust because the concept reflects brand integrity and commitment to environmental protection. Furthermore Magfiroh & Vania, (2024) emphasizes that recyclable and eco-friendly packaging significantly increases consumer confidence that products make a positive contribution to environmental sustainability. This shows that the use of recyclable or reusable materials in bottled water packaging serves as a strong signal of trust, especially considering the increasing environmental awareness of consumers in the category of packaged beverage products.

The Influence of Green Products on Green Trust

Green trust is positively and significantly impacted by green products. Products created with the environment in mind are a tangible example of the firm's dedication to the environment, giving customers the impression that the organization is genuinely dedicated to sustainability. This trust is formed when green products not only provide ecological benefits but also meet expected quality and safety standards. Lestari et al., (2020) proving that green products have a significant influence on green trust, confirms that consumers evaluate environmental claims based on product quality and safety. These findings emphasize the importance of alignment between environmental positioning and product excellence in building sustainable consumer trust.

The Influence of Green Trust on Green Purchase Intention

The results show that green trust has a positive and significant influence on green purchase intention. Trust built through product credibility, authenticity of environmental claims, and consistency between promises and real actions of brands are strong motivations for consumers to choose friendly products. This result is in line with Zhuang et al., (2021) the assertion that green trust is one of the main drivers of green purchase intention in various product categories and markets. In addition to influencing purchasing intentions, a strong sustainability brand builds lasting loyalty and support for sustainable products like Mountoya bottled water.

The Influence of Green Packaging on Green Purchase Intention

The results of this study prove that green packaging does not have a significant effect on green purchase intention, where green packaging has not been able to form green purchase intention of consumers. These findings reveal that, for Mountoya bottled water consumers, eco-friendly packaging is not necessarily the main driver of purchasing decisions. These results corroborate

previous studies by Kong et al., (2014) and Santoso & Fitriani, (2016) showing that green packaging has a small and negative impact on green purchasing intention and little effect on buying interest. Green packaging may be perceived as a supporting feature or simply a "sweetener", whose power to influence purchase intent relies heavily on the formation of deeper beliefs first. Bravo & Vieira, (2024) shows that the relationship between green packaging and purchasing decisions is often indirect and needs to be mediated by other variables such as value perception or trust. This means that green packaging needs to be "given meaning" by consumers through trust to have an impact on intention.

The Influence of Green Products on Green Purchase Intention

Green products also show a positive and significant influence on green purchase intention. When consumers see that products are beneficial to the environment, use environmentally friendly packaging, and are made from safe materials, they will be more interested in buying the product. The more consumers believe that the product is truly eco-friendly and safe to consume, the stronger their interest in buying it. This finding is in line with Darmawan & Suasana (2020) finding that green products directly affect the buying interest of Starbucks tumbler consumers. For companies, this shows that environmentally friendly product quality, sustainable packaging, and safety of raw materials are important factors to increase consumer buying interest.

The Effect of Green Trust Mediation on the Relationship Between Green Packaging and Green Purchase Intention

The study's findings demonstrated that among Mountoya bottled water customers, Green Trust significantly moderated the association between green packaging and green purchasing intention. Green packaging that prioritizes environmental sustainability increases customer trust, which in turn affects their intention to make a purchase. This is consistent with research by Budiarta et al. (2025) showing that consumers' intentions to purchase biodegradable items are strengthened by green packaging. Therefore, Mountoya's bottled water's capacity to establish confidence by open communication and openness in the use of sustainable practices determines how successful green packaging will be..

The Effect of Green Trust Mediation on the Relationship Between Green Product and Green Purchase Intention

The study's findings demonstrate that among consumers of bottled water, green trust plays a substantial mediating role in the link between green product and green purchase intention. Customers are more likely to make a purchase when they believe that green items are sustainable and of excellent quality. This is consistent with the finding Bagia et al., (2024) that purchasers of environmentally friendly vehicles are more likely to make green purchase intention when they have green trust. Therefore, the success of green product depends on Mountoya AMDK's capacity to establish confidence by open

communication and transparency in carrying out its pledges to environmental and product quality excellence.

CONCLUSION

According to the study's findings, customers of Mountoya bottled drinking water have shown that green packaging and green products have a favorable and significant impact on their green trust. This demonstrates how eco-friendly packaging and goods created with sustainability in mind may increase consumer confidence in a company's environmental commitment. Additionally, it has been demonstrated that green trust has a positive and significant impact on green purchase intention, highlighting the importance of customer trust in ecologically friendly promises and practices in promoting the desire to buy Mountoya bottled water products..

However, green packaging directly does not have a significant effect on green purchase intention. These findings indicate that eco-friendly packaging is not strong enough to directly encourage consumer purchase intent without the formation of trust first. On the other hand, green products have been proven to have a positive and significant effect on green purchase intention, which shows that the quality, safety, and environmental benefits of products are more dominant factors in influencing consumer purchase intention.

Additionally, this study demonstrates that the link between green packaging and green purchase intention, as well as between green product and green purchase intention, is significantly mediated by green trust. This highlights that the company's capacity to establish and preserve consumer trust in the dedication and consistency of sustainability policies implemented is crucial to the efficacy of green packaging and green product strategies in raising consumer purchase intent.

ADVANCED RESEARCH

Based on the research's conclusions, it is advised that Mountoya AMDK enhance a clear, dependable, and transparent communication plan about the company's sustainability commitment, in addition to concentrating on using green packaging and green products. This endeavor is crucial to ensuring that customers can favorably perceive the qualities of eco-friendly packaging and products and truly establish green trust as the foundation for raising eco-friendly purchasing intention.

It is advised that future studies broaden the products and features of respondents and include additional variables that may influence green purchasing intention, such as perceived value, green awareness, or green brand image. It is anticipated that this will offer a more thorough comprehension of consumer behavior processes in the context of marketing eco-friendly products, particularly in the bottled water sector.

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