

Digital Green Marketing Strategy on the Purchase Decisions of Coffee Smes in Dki Jakarta

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ABSTRACT

This study aims to analyze the impact of recycling innovation, eco-friendly packaging, and digital platforms on purchasing decisions, with purchase intention serving as an intervening variable, within eco-friendly coffee SMEs in DKI Jakarta. The study's novelty lies in integrating these three green marketing dimensions into a single model with purchase intention as a mediator. A quantitative approach was employed using purposive sampling involving 311 respondents. Data were collected via questionnaires and analyzed using PLS-SEM (SmartPLS 4) in 2026. The results indicate that eco-friendly packaging and digital platforms have a significant positive effect on both purchase intention and purchasing decisions, whereas recycling innovation does not have a significant effect. Purchase intention mediates the impact of eco-friendly packaging and digital platforms on purchasing decisions but does not mediate the impact of recycling innovation.

INTRODUCTION

Public awareness of the importance of environmental protection continues to increase, along with various environmental issues arising from production and consumption activities that lack attention to sustainability. These changes influence consumer behavior in making product choices, where product quality and benefits are not only considered, but also their impact on the environment. This situation encourages companies and Small and Medium Enterprises (SMEs) to implement green marketing strategies as an effort to create added value while meeting the needs of a market that is increasingly concerned about environmental issues. In the coffee industry, the application of green marketing concepts is becoming increasingly important because it can increase business competitiveness amidst increasingly dynamic market competition.

Several previous studies have shown that green marketing strategies are linked to consumer purchase intention and purchasing decisions. Research conducted by Karuehni & Mahrita, (2022) indicates that product innovation has not yet significantly influenced purchase intention or purchasing decisions for cosmetic products. Conversely, research by Khomsin et al., (2023) found that product innovation can increase purchase decisions through purchase intention as a mediating variable. Another study conducted by Aini & Walyoto, (2022) revealed that the use of environmentally friendly packaging is not yet a primary factor influencing consumer purchasing decisions. However, Mahardika et al., (2025) showed that Generation Z consumers have a higher propensity to purchase and are even willing to pay more for products that implement sustainability principles. Furthermore, Adelia Puspita Sari, (2024) demonstrated that utilizing digital platforms through social media can increase purchase intention and drive consumer purchasing decisions. These differing research findings suggest that the influence of various aspects of green marketing on consumer behavior still requires further investigation.

Although research on green marketing has progressed rapidly, most previous studies have focused on examining recycling innovation, eco-friendly packaging, and digital platforms separately. Furthermore, these studies have generally focused on large companies or specific industrial sectors, resulting in limited research examining these three aspects in an integrated manner within eco-friendly coffee SMEs. Therefore, this study seeks to contribute to the development of green marketing literature by integrating recycling innovation, eco-friendly packaging, and the use of digital platforms into a single research model and examining the role of purchase intention as an intervening variable. The novelty of this research lies in examining the relationship between these variables in the context of eco-friendly coffee SMEs in Jakarta, which are still relatively rare subjects of research. Based on this background, this study aims to analyze the influence of recycling innovation, environmentally friendly packaging, and the use of digital platforms on consumer purchasing decisions, both directly and through purchasing interest as an intervening variable.

LITERATURE REVIEW

Green Marketing

A green marketing strategy focuses on the planning, implementation, and communication of marketing campaigns that consider the environmental impact of various aspects, from production and raw material use to product distribution. In the eco-friendly coffee industry, green advertising is carried out through recycling innovations, the use of environmentally friendly packaging, and the use of digital platforms to communicate sustainably. This method aligns with the resource-based perspective (RBV), which states that utilizing valuable, rare, and difficult-to-imitate internal resources can generate competitive advantage. Sustainability-based innovation is one example of this valuable internal resource. Furthermore, green advertising is related to the Theory of Planned Behavior (TPB), which states that customer preferences for environmentally friendly practices will influence their purchasing decisions and actions (Handriyono et al., 2021).

Recycling Innovation

Recycling innovation is an effort to create products and processes using recycled materials to create added economic value while reducing environmental impact. This innovation includes the use of recycled materials, innovative product design, energy and production efficiency, and customer acceptance of environmentally friendly products. The RBV views recycling innovation as a strategic capability that can enhance the competitiveness of SMEs. Previous research has shown that sustainability-based innovation, which is considered to reflect corporate social responsibility, has a positive effect on consumer purchase intention and purchasing decisions. Therefore, the hypothesis is formulated that recycling innovation has a positive effect on consumer purchase intention and purchasing decisions. (Dhewanto et al., 2015).

Eco-Friendly Packaging

Eco-friendly packaging is packaging designed to minimize negative impacts on the environment through the use of recyclable, biodegradable, or reusable materials. Packaging serves not only to protect the product but also as a means of communicating sustainability values to consumers. Based on the TPB, eco-friendly packaging can shape positive attitudes and perceived behavioral control in consumers, ultimately increasing purchase intention. Previous research has found that consumers tend to have a higher preference for products with eco-friendly packaging, thereby increasing the likelihood of a purchase decision. Therefore, eco-friendly packaging is thought to have a positive effect on purchase intention and purchase decisions (Kotler et al., 2022).

Platform Digital

Using digital media such as social media, marketplaces, and websites to promote, communicate, and transact with products is called a digital platform. Digital platforms play a crucial role in disseminating information about sustainability practices widely and interactively in green businesses. SMEs can connect more closely with consumers through digital platforms, which increases trust in environmentally friendly claims. Previous studies have shown that the use of digital platforms significantly influences consumer interest and purchasing decisions, especially among urban consumers who are highly tech-savvy. Therefore, it is estimated that digital platforms positively influence consumer interest and purchasing decisions (Susanto et al., 2023).

Interested in Buying

Purchase intention is defined as a consumer's psychological tendency to purchase a product, reflected in transactional, preferential, referential, and exploratory intentions. In the TPB, purchase intention is a form of behavioral intention that is the primary predictor of actual behavior, namely the purchase decision. Previous studies have shown that purchase intention has a positive and significant influence on purchase decisions and is able to mediate the influence of various marketing strategies on consumer purchasing behavior. Therefore, purchase intention is positioned as an intervening variable in this study (Merliani et al., 2022).

Purchase Decision

Purchasing decisions are the concrete processes and actions consumers take in selecting and purchasing goods or services to meet their needs and desires. This process begins with problem recognition, searching for and evaluating information on various product or brand alternatives, and ultimately determining the best choice, which ends with the purchase. Purchasing decisions are influenced not only by the product's suitability to the consumer's needs but also by various other considerations inherent in the evaluation process. Operationally, purchasing decisions are reflected through several key indicators: product selection, brand selection, distribution channel selection, timing of purchase, and purchase amount. These five indicators illustrate how consumers weigh various aspects before finally making a final decision on a purchase (Supu et al., 2021).

Hypothesis Development

Green marketing strategies include recycling innovations, which demonstrate SMEs' ability to manage resources sustainably. From a Resource-Based View (RBV) perspective, innovations focused on sustainability can generate competitive advantage by producing products that differentiate themselves from others. According to the Theory of Planned Behavior (TPB), when consumers perceive environmentally friendly innovations, they will

develop supportive attitudes and increase their purchase intention. Previous research has shown that environmentally-based innovations increase consumer purchase intention because consumers perceive these products as having added social and environmental value. Therefore, the more recycling innovations coffee SMEs implement, the greater consumer interest in purchasing their products (Khomsin et al., 2023). Based on previous theories and research, the following first hypothesis is made:

H1: Recycling innovation has a positive effect on consumer purchasing interest.

Eco-friendly packaging is not only a product feature but also a way to demonstrate sustainable values. Eco-friendly packaging within the SDGs can influence customers and encourage them to purchase more. Previous studies have shown that customers prefer products with recyclable or environmentally friendly packaging. Consequently, consumers may be more interested in purchasing products with eco-friendly packaging (Aini & Walyoto, 2022). Based on previous theories and research, the following second hypothesis is made:

H2: Environmentally friendly packaging has a positive effect on consumer purchasing interest.

SMEs can widely and interactively disseminate information about their products and sustainability values through digital platforms. Within the SDGs, increased information and ease of access to digital platforms can influence consumer attitudes and purchase intentions. Previous studies have shown that digital marketing increases purchase intention, especially among urban customers. Therefore, the use of digital platforms influences customer purchase intention (Mahardika et al., 2025). Based on previous theories and research, the following third hypothesis is made:

H3: Digital platforms have a positive influence on consumer purchasing interest.

Sustainable innovation can enhance product value and influence purchasing decisions, according to the RBV. Perceptions of quality and environmental responsibility increase thanks to recycling innovations. Previous studies have shown that eco-friendly innovations influence purchasing choices. Therefore, recycling trends appear to influence buyer choices (Khomsin et al., 2023). Based on previous theories and research, the following fourth hypothesis is made:

H4: Recycling innovation has a positive influence on consumer purchasing decisions.

During the purchasing process, buyers consider environmentally friendly packaging. Positive product aspects in the TPB can encourage actual behavior. Environmentally friendly packaging influences purchasing decisions because

previous research has shown that it does (Aini & Walyoto, 2022). Based on previous theories and research, the following fifth hypothesis is made:

H5: Environmentally friendly packaging has a positive influence on consumer purchasing decisions.

By facilitating transactions and accessing information, digital platforms accelerate the decision-making process. This convenience drives actual purchasing behavior within the SDGs. Previous studies have shown that digital platforms influence consumers' purchasing choices; therefore, digital platforms influence the choices consumers make when making purchases (Karuehni & Mahrita, 2022). Based on previous theories and research, the following sixth hypothesis is made:

H6: Digital platforms have a positive influence on consumer purchasing decisions.

In the TPB, purchase intention is the primary behavioral intention that serves as the primary predictor of purchase decisions. Previous research has shown that purchase intention significantly influences purchase decisions, so purchase intention influences purchase decisions (Adelia Puspita Sari, 2024). Based on previous theories and research, the following seventh hypothesis is made:

H7: Purchase interest has a positive influence on consumer purchasing decisions.

Recycling innovations make consumers feel better about themselves, which results in greater purchase intention, which in turn drives their purchase decisions. Previous research has shown that purchase intention can moderate the relationship between recycling innovations and purchase decisions. Therefore, purchase intention moderates the relationship between purchase decisions and recycling innovations (Khomsin et al., 2023). Based on previous theories and research, the following eighth hypothesis is made:

H8: Purchase intention mediates the influence of recycling innovation on consumer purchasing decisions.

Eco-friendly packaging increases purchase intention and creates positive environmental perceptions, which in turn influences consumers' purchasing decisions. Previous studies have shown that purchase intention plays a mediating role in the relationship between product quality and purchase decisions. Thus, purchase intention plays a mediating role in the influence of eco-friendly packaging on purchase decisions (Aini & Walyoto, 2022). Based on previous theories and research, the following ninth hypothesis is made:

H9: Purchase intention mediates the influence of environmentally friendly packaging on consumer purchasing decisions.

Previous research has shown that purchase intention plays a mediating role in the relationship between digital marketing platforms and purchase decisions; therefore, digital platforms increase purchase intention through ease of interaction and information, which drives purchase decisions (Karuehni & Mahrita, 2022).Based on previous theories and research, the following tenth hypothesis is made:

H10: Purchase intention mediates the influence of digital platforms on consumer purchasing decisions.

Figure 1 Conceptual Framework

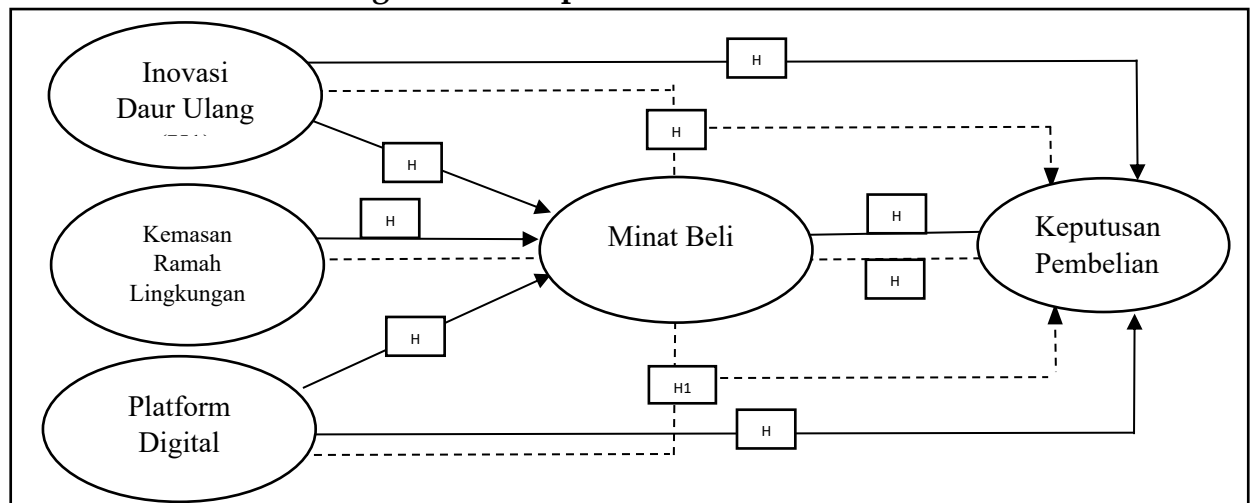


Figure 1 illustrates the conceptual framework of the study, demonstrating the relationship between recycling innovation, eco-friendly packaging, and digital platforms on purchase intention and purchase decisions. It also explains the direct influence of these three variables on purchase decisions and the role of purchase intention as a mediating variable in influencing purchase decisions.

METHODOLOGY

The purpose of this study is to explain the causal relationship between variables in green marketing strategies and consumer behavior. This study employed a quantitative approach and an explanatory research design. This method was chosen because it allows for the investigation of how innovations in recycling, environmentally friendly packaging, and the use of digital platforms directly and indirectly influence purchasing decisions through purchase intention as an intervening variable. Data were collected through a structured survey of consumers of environmentally friendly coffee SMEs in the DKI Jakarta area. The quantitative method was deemed appropriate because it allows for measurable and unbiased hypothesis testing (Sugiono et al., 2020).

Consumers who have purchased or consumed products from environmentally friendly coffee SMEs in DKI Jakarta are included in this study's population. Purposive sampling was used. Respondents were asked about their knowledge of recycling practices, the use of environmentally friendly packaging, and the utilization of online platforms by the relevant SMEs. The sample size was deemed to meet the eligibility requirements for the structural analysis model, in

accordance with the provisions of Partial Least Squares-Structural Equation Modeling (PLS-SEM) analysis, which is 10 times the number of research indicators (Hair et al., 2019).

Research data were collected through a Likert scale questionnaire with a scale of 1-6, which ranged from strongly disagree to strongly agree.

Table 1 contains a list of variables and indicators used in this study.

Table 1 Description of Research Variables

Variables	Indicator	Source
Purchase Decision (Y)	1. Product selection 2. Brand selection 3. Selection of distributor 4. Time of purchase 5. Number of elections	(Arfah, 2022)
Buying Interest (Z)	1. Transactional Interest 2. Professional Interest 3. Preferential Interest 4. Exploratory Interest	(Ferdinand, 2014)
Recycling Innovation (X ¹)	1. Utilization of Recycled Materials 2. Innovation in Product Design 3. Economic Aspects of the Product 4. Effectiveness in reducing waste 5. Energy Efficiency and Production 6. Acceptance by consumers	(Putri et al., 2025)
Environmentally Friendly Packaging (X ²)	1. Recycled materials. 2. Biodegradable. 3. Minimal use of plastic. 4. Efficient and Minimalist Design. 5. Use of Organic or Natural Ingredients 6. Environmental Certification or Label. 7. Ease of Recycling by Consumers. 8. Environmentally Friendly Production Process.	(Kotler et al., 2022)
Platform Digital (X ³)	1. Ease of Information. 2. Engagement 3. Quality 4. Effectiveness and Consistency of Change 5. Use of Various Types of Electronic Media 6. Transaction Ease 7. Visual Appeal of the Platform 8. Level of engagement	(Kotler & Lane Keller, 2016)

Data analysis was conducted using the Partial Least Squares-based Structural Equation Modeling (PLS-SEM) method with the assistance of SmartPLS software. The analysis stages include descriptive statistical analysis to

describe the characteristics of respondents and research variables, outer model testing to assess convergent validity, discriminant validity, and construct reliability, and inner model testing to evaluate the relationship between variables through path coefficient values, R-square values, and hypothesis significance tests. The PLS-SEM method was chosen because it is able to accommodate complex research models and is effective for use with medium sample sizes (Hair et al., 2019).

This research model examines the direct influence of recycling innovation, eco-friendly packaging, and digital platforms on purchase intention and purchase decisions. Furthermore, this study also examines the influence of purchase intention on purchase decisions and the role of purchase intention as a mediating variable in the relationship between the three green marketing strategies and purchase decisions. This model is based on the Resource-Based View (RBV) approach, which emphasizes the superiority of internal resources, and the Theory of Planned Behavior (TPB), which explains the formation of consumer interest and behavior (Barney, 1991)(Ajzen, 1991).

The hypothesis testing model is described as follows:

Model 1 is used to test hypotheses 1 - 3

$$BD = a + \beta_1 PI + \beta_2 EF + \beta_3 PD + \varepsilon_1$$

Model 2 is used to test hypotheses 4 - 10

$$BI = \alpha + \beta_4 PI + \beta_5 EF + \beta_6 PD + \beta_7 BD + \beta_8 PI_BD + \beta_9 EF_BD + \beta_{10} PD_BD + \varepsilon_2$$

Where :

PI= Product Innovation / Product Innovation (X^1)

IF= Ecofriendly / Environmentally Friendly Packaging (X^2)

PD = Platform Digital / Digital Platform (X^3)

BD= Buying Decision / Purchase Decision (Y)

WITH A= Buying Interest (Z)

β = Regression coefficient

ε = error

This study uses significance levels of 1%, 5%, and 10% to test the hypothesis.

RESEARCH RESULT

Respondent Description Analysis

The data presented in Table 2 shows that the majority of respondents by gender were female: of the 311 respondents, 196 (63%) were female and 115 (37%) were male. This indicates that female respondents were more involved in this study than male respondents.

Table 2 Respondent Characteristics

Characteristics	Amount	Presentation
Gender		
Woman	196	63%
Man	115	37%
Age		
< 17 Years	11	4%
17 – 25 Years	178	57%

26 – 35 Years	60	19%
36 – 45 Years	28	9%
> 45 Years	34	11%
Domicile		
South Jakarta	107	34%
East Jakarta	41	13%
North Jakarta	37	12%
West Jakarta	40	13%
Central Jakarta	77	25%
Thousand Islands	9	3%
Experience		
Of	300	96%
No	11	4%
Frequency		
Never	11	4%
Seldom	68	22%
Sometimes	121	39%
Often	88	28%
Very often	23	7%

The results showed that 178 people, or 57% of the 311 respondents, were in the 17–25 age group; this indicates that most respondents were young and productive. A total of 300 respondents (96%) had experience purchasing environmentally friendly coffee products, while only 4% had not. Most respondents lived in South Jakarta (107 people) (34%), followed by Central Jakarta (77 people) (25%), and East Jakarta (41 people) (13%). For purchasing frequency, the "sometimes" category dominated with 39%, followed by the "rarely buy" category with 22% and "often buy" with 28%. The "very often" and "never" categories each had smaller numbers. Overall, the results show that respondents in this study were predominantly urban youth who were very interested in environmentally friendly coffee products, but their purchasing frequency was still moderate.

Evaluation of Measurement Model (*Outer Model*)

The results of the outer model test indicate that all research indicators have outer loading values above 0.70, thus meeting the convergent validity criteria. The Average Variance Extracted (AVE) value for each construct is also above 0.50, indicating that the variables are able to adequately explain the indicator variance. The reliability test shows that the Composite Reliability and Cronbach's Alpha values for all constructs are above 0.70, thus concluding that the research instrument is reliable. In addition, the results of the discriminant validity test using the Fornell-Larcker and HTMT criteria indicate that each construct has clear differences and there are no multicollinearity problems between variables.

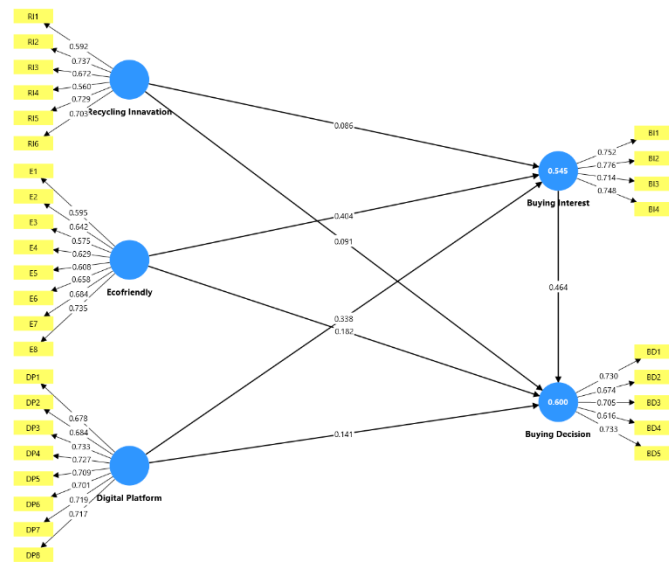


Figure 2. Visualization of Smart PLS External Model Measurement

Figure 2 presents the results of the outer loading test for all research indicators. Convergent validity testing was conducted using a minimum outer loading threshold of 0.50. Based on the test results, all indicators for each variable had outer loading values above the specified threshold, resulting in no indicators being eliminated from the model. This indicates that all indicators adequately represent the constructs being measured, and the measurement model is declared valid for use in further analysis. Table 3 presents the findings from the validity and reliability assessments.

Tabel 3 Outer Loading

Variables	Indicator	Outer Loading	Information
<i>Recycling Innovation</i> (RI)	RI1	0.592	Valid
	RI2	0.737	Valid
	RI3	0.672	Valid
	RI4	0.560	Valid
	RI5	0.729	Valid
	RI6	0.703	Valid
<i>Ecofriendly</i> (E)	E1	0.595	Valid
	E2	0.642	Valid
	E3	0.575	Valid
	E4	0.629	Valid
	E5	0.608	Valid
	E6	0.658	Valid
	E7	0.684	Valid
	E8	0.735	Valid
<i>Digital Platform</i> (DP)	DP1	0.678	Valid
	DP2	0.684	Valid
	DP3	0.733	Valid
	DP4	0.727	Valid

	DP5	0.709	Valid
	DP6	0.701	Valid
	DP7	0.719	Valid
	DP8	0.717	Valid
<i>Buying Interest</i> (BI)	BI1	0.752	Valid
	BI2	0.776	Valid
	BI3	0.714	Valid
	BI4	0.748	Valid
<i>Buying Decision</i> (BD)	BD1	0.730	Valid
	BD2	0.674	Valid
	BD3	0.705	Valid
	BD4	0.616	Valid
	BD5	0.733	Valid

Discriminant validity testing was conducted to ensure that each structure of the research model had clear differences and did not overlap. The Heterotrait-Monotrait Ratio (HTMT) and the Fornell-Larcker Criterion were used to test the constructs. If the HTMT value was below the tolerance limit (≤ 0.90) and the square root of the AVE ($\sqrt{\text{AVE}}$) value was greater than the correlation between the constructs, the constructs were considered to meet discriminant validity. All latent variables had the ability to describe the ideas being measured specifically and could be used in future structural analysis if both criteria were met.

Tabel 4 HTMT and Fornell-Larcker Criterion

Variables	Buying Decision	Buying Interest	Digital Platform	Ecofriendly	Recycling Innovation
Buying Decision	0.693	0.998	0.778	0.836	0.790
Buying Interest	0.734	0.748	0.809	0.870	0.793
Digital Platform	0.619	0.650	0.709	0.752	0.830
Ecofriendly	0.649	0.677	0.630	0.643	0.911
Recycling Innovation	0.590	0.597	0.671	0.703	0.669

The results of the discriminant validity test based on the Fornell-Larcker criteria show that the square root of the AVE value for each construct is greater than the correlation between other constructs, thus meeting the discriminant validity criteria. In addition, based on the HTMT test, most of the values are below the recommended limit (<0.90), although there is one pair of constructs, namely Buying Interest and Buying Decision, which shows an HTMT value of 0.998. This value indicates a strong conceptual closeness between the two constructs, which is still theoretically acceptable considering the role of buying interest as a major antecedent in purchasing decisions, so that the overall measurement model is still declared suitable for further analysis.

Structural Model Evaluation (*Inner Model*)

Inner model testing was conducted to evaluate the relationships between constructs within the research framework and to assess the model's suitability before hypothesis testing. The results of the goodness of fit evaluation showed that the Standardized Root Mean Square Residual (SRMR) value was 0.063, which is below the 0.08 limit, thus indicating that the research model has a good level of fit with the empirical data. Furthermore, the results of the determination coefficient (R^2) test showed that the Buying Interest variable had an R^2 value of 0.545, which means that 54.5% of the variation in purchasing interest can be explained by the Recycling Innovation, Ecofriendly, and Digital Platform variables, while the remaining 34.5% was influenced by other factors outside the research model. Meanwhile, the Buying Decision variable had an R^2 value of 0.602, which indicates that 60.2% of the variation in purchasing decisions can be explained by the variables in the model, including the mediating role of purchasing interest, while the remaining 39.8% was influenced by external factors not examined. Overall, the SRMR and R^2 values obtained indicate that the structural model in this study has good quality and is suitable for use for further analysis.

This study used three levels of significance to test the hypotheses: 1%, 5%, and 10%. The results of the hypothesis testing using the internal model are as follows:

Model 1 is used to test hypotheses 1 - 3

$$BD = a + \beta_1 PI + \beta_2 EF + \beta_3 PD + \varepsilon_1$$

Model 2 is used to test hypotheses 4 - 10

$$BI = \alpha + \beta_4 PI + \beta_5 EF + \beta_6 PD + \beta_7 BD + \beta_8 PI_BD + \beta_9 EF_BD + \beta_{10} PD_BD + \varepsilon_2$$

Table 5 Hypothesis Testing

	Hypothesis	Coeff	T-stat	P value	f-square	Result
Buying Interest Model						
H1	Recycling Innovation → Buying Interest	0.086	0.999	0.318	0.007	Rejected
H2	Ecofriendly → Buying Interest	0.404	4.032	0.000***	0.165	Accepted
H3	Digital Platform → Buying Interest	0.338	3.983	0.000***	0.125	Accepted
	R ²			0.545 (54,5%)		
	Adjusted R ²			0.540 (54%)		
Buying Decision Model						
H4	Recycling Innovation → Buying Decision	0.091	1.326	0.185	0.009	Rejected
H5	Ecofriendly → Buying Decision	0.182	2.422	0.015*	0.033	Accepted
H6	Digital Platform → Buying Decision	0.141	1.766	0.078*	0.022	Accepted
H7	Buying Interest → Buying Decision	0.464	6.314	0.000***	0.245	Accepted

H8	Buying Interest × Ecofriendly → Buying Decision	0.188	3.222	0.001***		Accepted
H9	Buying Interest × Digital Platform → Buying Decision	0.157	3.652	0.001***		Accepted
H10	Buying Interest × Recycling Innovation → Buying Decision	0.040	1.006	0.314		Rejected
	R ²			0.600 (60%)		
	Adjusted R ²			0,594 (59,7%)		
	SRMR			0,063		

Based on the results of the hypothesis testing in the table above, a discussion is then carried out to interpret the influence between variables by referring to the TPB and RBV theories and supported by previous research.

H1: Recycling Innovation → Buying Interest (Rejected)

The results of the study indicate that recycling innovation does not significantly influence purchasing interest. From a TPB perspective, this indicates that recycling innovation is not yet strong enough to shape consumers' attitudes or positive perceptions of the product. Consumers may not yet fully understand the added value of the innovation. From a RBV perspective, although recycling innovation is a unique resource, it has not yet been able to create a competitive advantage directly perceived by consumers, thus not driving purchasing interest.

H2: Ecofriendly → Buying Interest (Accepted)

The eco-friendly variable has been shown to have a significant positive effect on buying interest. In the TPB, this indicates that environmental concern shapes positive consumer attitudes, which drive purchase intentions. Consumers are increasingly considering sustainability in their decisions. Based on the RBV, eco-friendly attributes are a strategic value that can increase product perceived value and market appeal.

H3: Digital Platform → Buying Interest (Accepted)

Digital platforms have a significant positive effect on buying interest. Within the TPB framework, ease of access to information and interaction through digital platforms strengthens subjective norms and perceived behavioral control, thereby increasing purchase intention. From a RBV perspective, utilizing digital platforms is a crucial organizational capability in reaching consumers and creating a technology-based competitive advantage.

H4: Recycling Innovation → Buying Decision (Rejected)

The results show that recycling innovation has no significant effect on purchasing decisions. This indicates that recycling innovation is not yet a major factor in purchasing decisions. According to the TPB, while innovation can influence attitudes, it is not yet strong enough to drive actual behavior. According to the RBV, the innovation does not provide sufficiently different or relevant value compared to other factors that consumers consider more.

H5: Ecofriendly → Buying Decision (Accepted)

Eco-friendliness has a significant positive effect on purchasing decisions. In the TPB, this indicates that a positive attitude toward environmentally friendly products not only influences intentions but also translates into actual purchases. From a RBV perspective, sustainability-based strategies can create superior value that directly drives purchasing decisions.

H6: Digital Platform → Buying Decision (Accepted)

Digital platforms influence purchasing decisions, albeit with a relatively lower level of significance. In the TPB, ease of access and information assist consumers in decision-making, primarily through increased behavioral control. In the RBV, digital platforms function as supporting capabilities that facilitate the conversion process from interest to purchase decision.

H7: Buying Interest → Buying Decision (Accepted)

Buying interest has a significant positive effect on buying decisions. This aligns with the TPB, which states that intention is the primary predictor of actual behavior. The higher the buying interest, the more likely consumers are to make a purchase. This finding also strengthens the role of mediating variables in the research model.

H8: Buying Interest × Ecofriendly → Buying Decision (Accepted)

The interaction between buying interest and eco-friendliness significantly influences buying decisions. This indicates that buying interest strengthens the influence of eco-friendliness attributes on purchasing decisions. In the TPB, this confirms that a strong positive attitude, when supported by strong intentions, will further enhance actual behavior.

H9: Buying Interest × Digital Platform → Buying Decision (Accepted)

The interaction between buying interest and digital platforms also has a significant impact. This means that digital platforms become more effective in driving purchase decisions when consumers already have high buying interest. In the TPB, this is related to increased perceived behavioral control, which accelerates decision-making.

H10: Buying Interest × Recycling Innovation → Buying Decision (Rejected)

The results show that buying interest is unable to moderate the influence of recycling innovation on purchasing decisions. This indicates that even though consumers have purchasing interest, recycling innovation is still not a strong enough factor in influencing decisions. From an RBV perspective, this innovation does not yet have strategic value that is truly perceived or appreciated by consumers.

Overall, this study concludes that the factors *ecofriendly*, *digital platform*, and *buying interest* are a major determinant in increasing consumer purchasing decisions, both directly and through moderating mechanisms. Meanwhile, *recycling innovation* has not shown a significant contribution in influencing consumer behavior, so it requires strengthening in terms of value communication, consumer education, and product differentiation so that it can become a more effective source of competitive advantage in the future.

DISCUSSION

The research results show that each dimension of green marketing has a different influence on consumer behavior. Recycling innovation has not been able to drive increased consumer purchase interest in eco-friendly coffee SME products. This finding indicates that consumers still prioritize the product's directly tangible benefits over the innovation process used to produce the product. Although the concept of recycling reflects a company's commitment to environmental sustainability, this information is not yet a primary consideration in shaping consumer purchase intention. Based on the Theory of Planned Behavior (TPB), a person's interest is influenced by their attitude toward a behavior. Therefore, if consumers do not yet have a strong perception of the benefits of recycling innovation, their likelihood of purchasing the product will not increase. This research finding supports the findings of Karuehni & Mahrita, (2022), which state that innovation does not necessarily increase purchase intention, although this contrasts with the research by Khomsin et al., (2023), which found a positive effect of innovation on consumer purchase intention.

In contrast to recycling innovation, eco-friendly packaging has been shown to increase consumer purchase intention. This suggests that packaging is a directly observable product attribute, making it easier to form positive perceptions of the product. The use of recyclable or biodegradable materials signals that a company cares about environmental preservation. This encourages positive consumer attitudes, which in turn increases purchase intention. The results of this study are consistent with Kotler et al., (2022) findings, which explain that packaging functions as a communication medium capable of influencing consumer perceptions, and with research by Rita et al., (2019), which states that the increasing use of environmentally friendly packaging is a response to growing public awareness of environmental issues.

This study also demonstrates that the use of digital platforms positively contributes to increased consumer purchase intention. Digital platforms make it easier for consumers to obtain information about products, production processes, and companies' commitments to sustainability. This easy access to information increases consumer trust, thus fostering purchase intention. These findings align with the Theory of Planned Behavior, which explains that perceived ease and control over an action will strengthen a person's behavioral intention. Furthermore, these results align with research by Adelia Puspita Sari, (2024), which shows that digital media plays a crucial role in building purchase intention through effective information delivery to consumers.

Recycling innovation also has not shown a significant impact on the purchasing decision variable. Based on the Resource-Based View (RBV), innovation is a strategic resource that should be able to create competitive advantage by creating differentiated value compared to competitors. However, in this study, this value has not been optimally perceived by consumers, resulting in recycling innovation not being a basis for purchasing decisions. This indicates that companies need to improve communication regarding the environmental benefits and added value of recycling innovation to better understand consumers.

Conversely, eco-friendly packaging has been shown to be a factor influencing consumer purchasing decisions. This finding indicates that consumers are increasingly considering sustainability when deciding which products to purchase. Eco-friendly packaging not only enhances a company's image but also strengthens consumer confidence that the product was produced with environmental responsibility in mind. These results support Kotler et al., (2022) opinion regarding the importance of packaging as part of a marketing strategy, as well as research by (Chiu & Ho, 2023), which explains that sustainable packaging has become a key consideration in consumer purchasing behavior.

The use of digital platforms has also been shown to play a role in improving consumer purchasing decisions. The existence of digital media makes it easier for consumers to obtain product information, compare various alternatives, and even conduct transactions more conveniently. This creates a more efficient purchasing experience, thus encouraging consumers to make purchasing decisions. The results of this study support Arli & Tjiptono, (2017) view that digital marketing is a crucial part of implementing green marketing because it can increase communication effectiveness while reducing the use of digital media.

The research findings also show that purchase intention plays a significant role in shaping consumer purchasing decisions. These results support the Theory of Planned Behavior, which explains that intention is a factor that precedes actual behavior. The higher a consumer's purchase intention, the more likely they are to purchase the product being offered. Therefore, purchase intention can be viewed as a psychological mechanism that bridges the influence of marketing strategies on purchasing decisions. This finding aligns with (Halim & Iskandar, 2019) opinion, which states that purchase intention is an early indicator capable of predicting consumer purchasing behavior.

Overall, the results of this study indicate that the effectiveness of green marketing strategies in eco-friendly coffee SMEs is determined more by the use of eco-friendly packaging and the utilization of digital platforms than by recycling innovations. Furthermore, purchase intention proved to be a mechanism explaining the influence of both strategies on purchasing decisions, while recycling innovations were not able to form such a mechanism. These findings expand the application of the Resource-Based View and the Theory of Planned Behavior in the context of eco-friendly coffee SMEs and provide empirical evidence that attributes directly observable by consumers play a greater role in influencing purchasing behavior than innovations occurring in the production process. Thus, this research contributes to the development of green marketing literature and provides input for SMEs to prioritize more effective marketing strategies in increasing competitiveness and consumer purchasing decisions.

CONCLUSIONS AND RECOMMENDATIONS

This study shows that each dimension of green marketing has varying levels of effectiveness in influencing consumer behavior. Recycling innovations have no effect on purchase intention or purchasing decisions, while eco-friendly packaging and the use of digital platforms have been shown to increase purchase intention and drive consumer purchasing decisions. Furthermore, purchase intention has been shown to act as a mediating variable in the relationship between eco-friendly packaging and digital platforms and purchase decisions, but it has not been able to mediate the effect of recycling innovations. These findings indicate that the success of green marketing implementation in eco-friendly coffee SMEs is more influenced by strategies that provide tangible and easily perceived benefits to consumers.

Based on these findings, eco-friendly coffee SMEs need to optimize the use of eco-friendly packaging and utilize digital platforms more effectively as a means of promotion, communication, and dissemination of information about sustainable practices. Meanwhile, recycling innovations need to be supported by more informative communication strategies so that their value and benefits are well understood by consumers. The implementation of these strategies is expected to increase purchase intention, drive purchasing decisions, and strengthen the competitiveness and sustainability of SMEs amidst growing public awareness of environmentally friendly products.

ADVANCED RESEARCH

This study still has several limitations that should be considered for further research. The study focused only on consumers of environmentally friendly coffee SMEs in DKI Jakarta, so the findings obtained may not be representative of conditions in other regions or business sectors. Furthermore, this study only examined the influence of recycling innovation, environmentally friendly packaging, and digital platforms on purchasing decisions, with purchase intention as an intervening variable. Therefore, future research is recommended to expand the research object and location and develop the research model by adding other variables, such as green trust, green brand image, environmental awareness, or green perceived value, to gain a more comprehensive understanding of the factors influencing purchasing decisions for environmentally friendly products. Furthermore, the use of a mixed methods approach or longitudinal studies can be considered to provide a more in-depth picture of the dynamics of consumer behavior in response to the implementation of green marketing.

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