GREEN CONSUMERISM: DETERMINANTS OF GREEN PRODUCT PURCHASE DECISIONS AT KEDAI PUSTAKA COFFEE SHOP, BANGKALAN REGENCY, MADURA ISLAND

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Abstract

The emergence of coffee shops in various corners of the city can impact the environment, especially regarding waste production. More and more consumers are environmentally conscious, demanding business actors to develop environmentally friendly products. Like the Kedai Pustaka coffee shop, it is one of the coffee shops in Bangkalan Regency that has implemented green products. Green products themselves have a more minor impact on the environment overall. Due to implementing this policy, a decrease in sales turnover is possible, which will affect business sustainability. This study aims to discover the factors influencing consumers' purchase of green products at Kedai Pustaka. The determination of the research location was purposive, so the Kedai Pustaka was chosen as the research object. Data was collected for 43 respondents with an axial sampling technique and then analyzed using the Smart-PLS application through the SEM-PLS approach. It was found that environmental knowledge influenced environmental attitude, and environmental attitude significantly affected the purchase decision of green products. Kedai Pustaka is expected to grow and improve knowledge and attitude toward caring for the environment from the consumer side. Kedai Pustaka should continue to provide information by spreading campaigns about green products both digitally and directly to increase consumer knowledge about the benefits of green products for the enviroment and health, which leads to increased attractiveness from consumers.

Keywords: *Environmental Attitude; Environmental Knowledge; Green Product; Purchase Decision; Willingness to Pay*

1. INTRODUCTION

Indonesia, the third-largest coffee-producing country in the world, has the potential for coffee development. Based on data from the Central Statistics Agency (2023), coffee production in Indonesia in 2022 increased by 1.1%, reaching 794.8 thousand tons. Furthermore, data from the International Coffee Organization (2021) shows that the trend of domestic coffee consumption in Indonesia from 2016 to 2021 has increased significantly, with an average consumption of 8.22% every year. Seeing this potential, the Indonesian government has made the coffee processing industry one of the priority food industries to be developed following government regulation No. 14 of 2015 concerning the National Industrial Development Master Plan for 2015-2035.

Indonesia in 2045 is projected to experience the phenomenon of a demographic bonus, a condition where the proportion of the productive age population is greater than other age groups (Qomariyah et al., 2023). Based on data from the 2022 Dukcapil, the proportion of Indonesia's

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population that is classified as productive age reaches 69.3%, equivalent to 190.83 million people. This is an excellent opportunity because the potential for coffee consumption is increasingly promising. In the millennial era, the culture of drinking coffee has become part of the lifestyle. For the elderly, drinking coffee is routine before starting work or relaxing (Wibowo A, 2019).

Meanwhile, according to Tania and Hurdawaty (2022), drinking coffee has become more than just a habit, it has become an important part of the routine and a demand for taste among urban people. This phenomenon creates excellent opportunities for business actors to develop a coffee shop business. Coffee shops have become the third space for people besides homes and offices, not just a place to enjoy coffee. In line with the research of Yugantara et al. (2021), coffee shops have become a favorite place, not only because of taste but as part of lifestyle.

The emergence of coffee shops in various corners of the city can impact the environment, especially regarding waste production. Data from the National Waste Management Information System (SIPSN) of the Ministry of Environment and Forestry (KLHK) explained that 2022, plastic waste would be the most common generation after food waste, with a proportion of 18.08% of the total national waste. Most of the waste generated from activities in coffee shops includes food and drink utensil waste made of plastic, styrofoam, coffee grounds, and garbage or other food waste. According to Sofiani & Yulia (2024), the high amount of waste is closely related to people's habit of using plastic as containers or packaging for food and beverages (Kurniyanto et al., 2024). Using disposable cups, plastic straws, food wrappers made of plastic, and large quantities of styrofoam can potentially create significant waste problems if not appropriately managed (Purwaningrum, 2016).

Environmental issues have become an interesting concern in various parties and society in recent years. Today's consumers, increasingly aware that their consumption activities can harm the environment, have encouraged and changed them to purchase environmentally friendly products (Tan et al., 2019). Prameswari et al. (2023) mentioned that environmentally conscious consumers prefer to buy products with recyclable materials. Previous research also explained that if consumers are more aware of environmental issues, it will impact the demand for green products. This is a new opportunity and challenge for business actors to develop environmentally friendly products regarding packaging and raw materials. Research by Lathifah and Atho'illah (2023) shows that in addition to pursuing profits, business people also need to pay attention to every business activity's environmental impact.

The success of Starbucks and Fore Coffee in implementing the green business concept has invited the interest of local coffee shops to adopt a similar approach (Indrawati, 2023). One of the coffee shops in Bangkalan Regency that implements the concept of green products is Kedai Pustaka. The green products applied are the reuse of beverage bottles taken from agents and straws made of aluminum glass. According to Sugandini et al. (2020), one of the characteristics of products that are considered a green product is to use raw materials from recycled materials (recycle) or interpreted as products that come from the recycling process either as raw materials, additives, or reusable (reuse). Green products can be an innovation for business people while significantly contributing to the environment (Fatharani, 2023).

Implementing green products by Kedai Pustaka in June 2023 could affect consumers' purchasing decisions. Consequently, a decrease in sales turnover is possible, affecting business sustainability. To overcome this, Kedai Pustaka must understand the factors that encourage consumers to purchase. This study aims to find out the determining factors for the purchase of green products at Kedai Pustaka. This research could contribute to the managerial implications in the future through the implementation of green innovations that will not only have a significant impact on Kedai Pustaka to be able to increase competitiveness but also on consumers to get healthier products and

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care for the environment to help in terms of waste management which until now has become the main problem in Indonesia.

2. METHOD

2.1 Literature Review

Knowledge can be important in driving a person's behavior change to be more active in pro-environmental actions (Onel & Mukherjee, 2016). Consumers with a good understanding of the environment tend to have a positive attitude toward environmental conservation and a strong desire to buy environmentally friendly products (Simanjuntak et al., 2023). Environmental knowledge has been shown to have a significant influence on environmental attitudes. This has been proven in several studies (Rusyani et al., 2021; Utama & Komara, 2022). The problem is that green products are generally more expensive than ordinary products. Consumers with a good knowledge of green products know that a higher price is needed to get environmentally friendly products (Firdaus, 2023).

Environmental knowledge positively influences the decision to purchase green products (Paramitra, 2019). In line with the research of Ojiaku et al. (2018), understanding and knowledge of green products can influence a person's choice of products when making a purchase. A deeper understanding of the consequences of irresponsible consumption may be more effective in getting consumers to switch to green consumption (Joshi & Rahman, 2015). Khoiriyah and Toro (2014) said that a positive attitude towards the environment will affect consumers' willingness to pay. Previous research has been conducted on the influence of environmental values and attitudes on the willingness to pay more for organic products, resulting in consumers who care for the environment paying more for organic products (Shin et al., 2017).

According to Sugandini et al. (2020), a positive attitude toward the environment is the first step in buying environmentally friendly products. Several studies have found a positive influence between environmental attitude and pro-environmental product purchasing behavior (Dumadi, 2024; Haryono, 2021). Similar results were also obtained from a study by Ayuningtyas and Ruslim (2021) on the buying decisions of green product consumers, which showed that attitude significantly affected buying decisions.

The price of green products tends to be higher than that of conventional products. Green consumers are willing to pay a lot to buy green products because of their quality and reliable benefits (Wulandari & Miswanto, 2022). Abraham et al. (2022) found that consumers are ready to pay more for environmentally friendly products but must have more value or standards than conventional products.
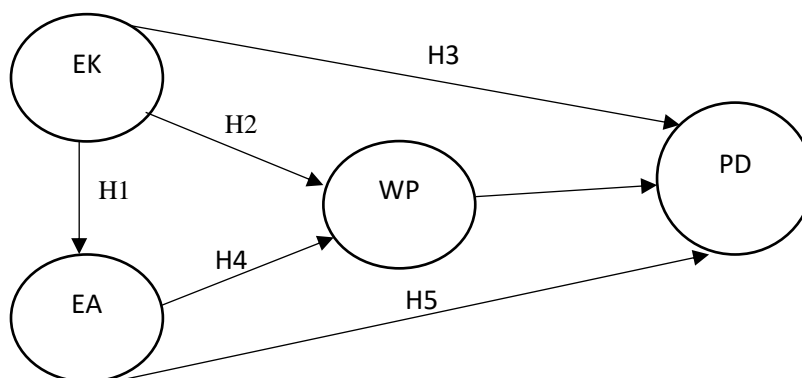

Figure 1. *Research Framework*

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Notes:
EK : environmental knowledge
EA : environmental attitude
WP : willingness to pay
PD : purchase decision
H1 : environmental knowledge has a significant effect on Environmental attitude
H2 : environmental knowledge has a significant effect on willingness to pay
H3 : Environmental knowledge significantly affects the decision to purchase green products.
H4 : Environmental attitude has a significant effect on willingness to pay
H5 : Environmental attitude significantly affects the decision to purchase green products.
H6 : the willingness to pay significantly affects the purchase decision of green products.

2.2 Location, Samples, and Data Analysis

This research was carried out from August until December 2024 at a coffee shop, Kedai Pustaka, located on Jl. RA Kartini, Bangkalan Regency. The location was deliberately chosen because Kedai Pustaka is a coffee shop in Bangkalan that has tried to implement environmentally friendly practices. The axial sampling type's non-probability sampling technique is used in research sampling (Kurniyanto et al., 2024). According to Eka et al. (2017), the technique refers to the selection of samples based on the principle of accident, meaning that anyone who happens to meet the researcher can be used as a sample (respondent) so that the respondent in this study is a consumer who is found when buying coffee at a Kedai Pustaka. The number of samples in this study was determined using the lemeshow formula, as in the study Maulana & Kurniyanto (2024) used the lemeshow formula because the number of populations is unknown. According to Lemeshow in Hasan et al. (2024), the formula can be written as follows:

$$n= p \, (1 - p) \, (\frac{Z\propto}{E})^2$$

$$n= 0{,}5(1 - 0{,}5) \, (\frac{1{,}96}{0{,}15})^2 = 42{,}64$$

n is the number of samples, $Z\propto$ is the score on the normal curve for a 5% deviation of 1.960, and P is the expected proportion of the population since the number of the population is not known for sure using the $p = 0.5$ approach, and E is the researcher's margin of error (15%). The results of calculating the number of samples were 42.64 rounded to 43 respondents.

The primary data used in the study is obtained directly through filling out questionnaires distributed in the form of Google Forms. The questionnaire contained structured questions related to the research variables, which were measured using a Likert scale consisting of five levels of scores, namely (1 = strongly disagree; 2 = disagree; 3 = neutral; 4 = agree; 5 = strongly agree). The questionnaire was distributed directly to the respondents by providing a barcode.

Structural Equation Modelling-Partial Least Square was used as an analysis tool in this study, considering that the variables used were latent variables that could not be measured directly. SEM allows for analyzing variables that cannot be directly measured and testing for more complex relationships than ordinary regressions (Wingdes, 2019). The SEM PLS analysis has two evaluation models, namely:

There are two types of variables in SEM-PLS: latent and manifest. Latent variables, including endogenous and exogenous variables, cannot be directly measured. Latent variables are also referred to as construct or unobservable variables. Meanwhile, manifest or observed variables can be directly measured and used as indicators for forming latent variables (Musyaffi et al., 2021). The endogenous variable in this study is the decision to purchase green products. The exogenous

variable consists of environmental knowledge and attitude, and the intervening variable, namely willingness to pay.

Table 1. Variables dan indicator

Laten Variabel	Code	Indikator
Environmental Knowledge	EK1	Understand the current environmental conditions
	EK2	Understand products that are not environmentally friendly can cause environmental problems
	EK3	Understand green products
	EK4	Understand about the 3R concept
	EK5	Understand that the products consumed are environmentally friendly
Environmental attitude	EA1	Reduce the consumption of products that can damage the environment
	EA2	Environmentally caring behavior
	EA3	Support for eco-friendly products
	EA4	Choosing to use environmentally friendly products compared to products that harm the environment
Willingness to pay	WP1	It costs a lot to buy green products
	WP2	Willingness to pay more for green products
	WP3	The price of green products is not a significant consideration in purchasing decisions
	WP4	Quality and benefits felt at a price sacrificed
Green Product Purchase Decision	PD1	Consumers are aware of the need for green products
	PD2	Actions of evaluating preferred alternatives
	PD3	Consumers make choices to buy
	PD4	Consumers are satisfied with the purchase because of the benefits offered.

Source: Author's work (2024)

3. RESULT AND DISCUSSION

3.1 *Overview of Kedai Pustaka*

Kedai Pustaka is a coffee shop that was established in 2022 and is in Bangkalan District. Kedai Pustaka has a sustainable concept in terms of design, where the shop reuses materials such as tables and chairs. Then, from the presentation of product packaging to waste treatment, it is ensured that it does not harm the environment, such as coffee grounds being processed into organic fertilizer. To reduce negative environmental impacts, the shop strives to implement the 3R concept: Reduce, Reuse, and Recycle. In addition to collaborating in waste management, Kedai Pustaka collaborates with the Bangkalan environmental care community.

Kedai Pustaka has the latest menu: a caffeine bottle with two signature and flavor variants. This menu is a green product because it is packaged in glass bottles and can be reused. There are

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two packaging variants: the original signature flavor size 150 ml at IDR. 17,000, and caffeine with flavor size 350 ml at IDR. 27,000. Furthermore, in marketing Kedai Pustaka products, Kedai Pustaka optimizes social media through Instagram by actively making daily posts. In addition, there is also a business website to make it easier for potential consumers to find product information and place orders.

3.2 *Respondent Characteristics*

Respondents from the study were consumers who visited and bought products provided or served in Kedai Pustaka. The total number of respondents obtained was 46 respondents. Most respondents were dominated by men, with a percentage of 86.9%. There are differences in the pattern of visits to coffee shops between men and women. Men tend to visit coffee shops as part of their social interactions (Dumadi, 2024), so the frequency is higher than that of women. Meanwhile, most respondents were 20-25 years old, with a percentage of 84.7%. Wilandini and Purwantoro (2022), people aged 21-30 use social media such as Instagram and TikTok to find information on culinary trends.

The higher the level of education, the more it will affect the values adhered to, ways of thinking, viewpoints, and perceptions in dealing with a problem (Candamio et al., 2018). Therefore, knowledge gained through education is needed to encourage environmentally friendly consumption behavior. In this study, the level of consumer education in Kedai Pustaka is dominated by 52.2% of university graduates with an income of ≤ IDR. 2,000,000.

3.3 *Measurement Model (Outer Model)*

Three indicators reflect the environmental attitude variable; the indicator with the highest value is EA4 0.938. This shows that environmental attitudes are most described by consumers who choose to use environmentally friendly products rather than those that harm the environment. EA2 is environmentally caring behavior such that wherever consumers are, they will apply environmental care measures.

Table 2. Loading Factor (convergent validity)

Indicator	Environmental Knowledge	Environmental Attitude	Willingness to pay	Green Purchase Decision
EK3	0.821			
EK4	0.792			
EK5	0.887			
EA2		0.907		
EA3		0.912		
EA4		0.938		
WP2			0.868	
WP4			0.934	
PD1				0.908
PD3				0.847
PD4				0.792

Source: Author's work (2024)

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The subsequent evaluation was the discriminant validity of the correlation value test determined from the Average Variance Extracted (AVE) value and cross-loading. Cross-loading results on each construct gauge indicator correlate more than other constructs. The AVE value can be seen in Table 3. All latent variables in factors that affect the purchase decision of green products have a value above 0.5. It can be concluded that the variables in this study are valid.

Table 3. Average Variance Extracted (AVE) and Composite Reliability

Construct	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability	Average variance extracted (AVE)
EA	0.908	0.909	0.942	0.845
EK	0.786	0.827	0.873	0.696
PD	0.81	0.833	0.887	0.723
WP	0.776	0.836	0.897	0.813

Source: Author's work (2024)

Table 3 shows that each variable has a composite reliability value, and Croanbach's alpha is more than 0.7. This proves that all latent variables are reliable and that each indicator tested consistently measures each construct.

3.4 *Structural Model Analysis (Inner Model)*

The assessment to test the inner model is looking at each bound variable's R-square value. The R-square assessment is the coefficient of determination on the endogenous variable, where the higher the R-square value, the better the prediction model.

Table 4. R-Square value

Variables	R-square
Environmental attitude	0.358
Purchase Decision	0.393
Willingness to Pay	0.617

Source: Author's work (2024)

Table 4 shows that the value of the R-Square Environmental attitude is 0.358. This value explains that the environmental knowledge variable explains the environmental attitude of 35.8%. The R-square value for the purchase decision is 0.393, meaning that the variance in the purchase decision that can be explained by environmental knowledge, environmental attitude, and willingness to pay is 39.3%. Furthermore, willingness to pay has an R-square value of 0.617, meaning that this variable is explained by environmental knowledge and attitude by 61.7%, and other variables outside the study explain the rest.
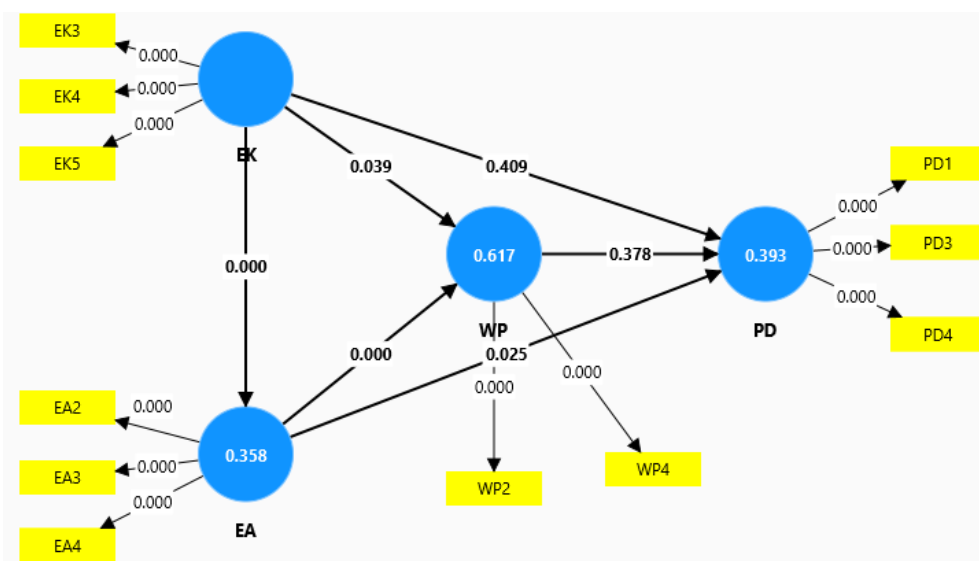
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Figure 2. *Path Model Analysis*

Table 5. Direct & Indirect Hypothesis Test

	Original sample	T statistics	P values
EK -> EA	0.598	3.711	0.000
EK -> WP	0.274	2.067	0.039
EK -> PD	-0.254	0.826	0.409
EA -> WP	0.59	4.822	0.000
EA -> PD	0.588	2.251	0.025
WP -> PD	0.208	0.881	0.378
EK -> EA -> WP -> PD	0.074	0.81	0.419
EK -> EA -> PD	0.352	1.473	0.141
EK -> EA -> WP	0.353	2.757	0.006
EA -> WP -> PD	0.123	0.864	0.388
EA -> WP -> PD	0.123	0.864	0.388
EK -> WP -> PD	0.057	0.559	0.576

Source: Author's work (2024)

The results of the hypothesis test and the evaluation of the path coefficient can be seen in Table 5 and Figure 2. After testing six hypotheses, four significant or accepted hypotheses were obtained, namely H1, H2, H4, and H5. Firstly, Environmental Knowledge (EK) has a significant effect on Environmental Attitude (EA), which can be seen from the t-value of 3.711 and the p-value of $0.000 < 0.05$. The greater one's environmental knowledge, the greater the influence on environmental care. Individuals with good environmental knowledge will also have good attitudes and behaviors towards the environment daily (Agustin & Maisyaroh, 2020). In line with the research of Simanjuntak et al. (2023), broad environmental knowledge will affect a person's thoughts and opinions, which will then be reflected in the attitude of caring for the environment. Thus, to foster an attitude of caring for the environment, especially for Kedai Pusataka consumers, it is necessary to provide information and disseminate knowledge through education, either from social media or directly. As has been done by Kedai Pustaka to attract potential consumers, they focus on product promotion and create unique green campaigns to post on Instagram. This is in line with the research

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of Ninan et al. (2020), which shows that Gen Z prefers social media advertising to traditional advertising.

The environmental knowledge (EK) variable had a significant effect on Willingness To Pay (WP) with a p-value of 0.039 < 0.05 and a t-value of 2.067. The willingness to pay is based on individual value factors, especially regarding sustainable products and industries. This can indicate that consumers' desire to pay for ecological products has been strengthened or enhanced by knowing the impact of the products consumed (García-Salirrosas et al., 2023).

Furthermore, the relationship between Environmental Attitude (EA) and Willingness To Pay (WP) showed a significant influence, which can be seen as a t-value of 4.822 and a p-value of 0.000 < 0.05. Pro-environmental attitudes are also closely related to consumers' tendency to pay more for eco-friendly products (Tan et al., 2019). Research by Khoiriyah & Toro (2014) states that consumers who have a positive attitude toward the environment will affect their willingness to pay more so that they will eventually make purchases. On average, consumers willing to pay more for green products at Kedai Pustaka are educated at the university level and are predominantly aged 20-25. Educated young consumers (aged 20-24 years) are known to be more environmentally responsible, love environmental protection issues, and are also open to new ideas (Karunarathna et al., 2017).

The results of the following test showed that environmental attitude (EA) had a significant effect on the Purchase Decision (PD) because the t-value was 2.251 and the p-value was < 0.05 of 0.025. This finding aligns with Haryono's (2021) research, which examined the influence of environmental knowledge and attitude on Pro-environmental Purchasing Behavior (PPB). The results show a significant influence between environmental attitude and pro-environmental product purchasing behavior. Paul et al. (2016) observed that consumers prefer eco-friendly products with a positive attitude towards environmental conservation. When coffee shop consumers' concern for the environment increases, it can increase green consumption behavior in coffee shops (Dumadi, 2024).

Therefore, having a positive attitude towards the environment encourages consumers to behave environmentally friendly through their purchasing behavior. Based on interviews, some consumers stated that they were worried about the environmental conditions, which were worsening due to human behavior. Although consumers have not made maximum efforts to reduce the negative impact of daily consumption activities, choosing a pro-environment coffee shop is a small step that can be taken as a form of environmental responsibility.

The relationship between environmental knowledge (EK) and green product purchase decisions (PD) did not have a significant influence because the p-value > 0.05. Previous research has found a weak relationship between consumer knowledge and attitudes toward environmental concerns and green purchasing decisions. Knowledge about the environment has a greater influence on the mindset of consumers, but it has not reached the stage of influencing the desire to buy a product. Although people know about environmental issues, some may feel that they do not directly impact their lives, so the knowledge itself is insufficient to change their behavior (Dumadi, 2024). Research by Firmansyah et al. (2019) found that external factors affect individual consumption behavior, such as the social and cultural environment, so making decisions to purchase green products is not sufficiently influenced by the internal individual. Likewise, the relationship between willingness to pay (WP) and green product purchase decisions (PD) showed no significant influence. If consumers do not have high knowledge and concern for the environment, they are reluctant to pay more to get green products (Sugandini et al., 2020).

The results of the last signification test, namely environmental attitude, could mediate the relationship between environmental knowledge and willingness to pay with a t-value of 2,757 and a p-value of 0.006 < 0.05. Attitude is an expression that can reflect a person's positive or negative feelings towards an object. A positive attitude towards the environment encourages individuals to choose and support eco-friendly products, even if they require higher prices. Willingness to pay is a

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consumer's tendency to buy products based on their sense of responsibility for the environment (Novita, 2022). Knowledge of environmental issues has no significant relationship with willingness to Pay, knowledge itself is not enough to trigger one's intention to act because there may be a mediator (Harms & Linton, 2016). Without environmental attitudes, environmental knowledge alone may not be enough to drive real action. For example, a person may know that eco-friendly products are better, but without a firm belief or attitude, they may not feel compelled to pay more. Environmental attitudes are a bridge that converts knowledge into an intention to act.

4. CONCLUSION AND LIMITATION

It is concluded that environmental attitude factors significantly influence consumers' decision to purchase green products in Kedai Pustaka. Meanwhile, environmental knowledge and willingness to pay are not determining factors in the purchase decision of green products. The Kedai Pustaka is expected to grow and improve knowledge and attitudes toward caring for the environment from the consumer side. In increasing environmental knowledge, the shop can optimize the community in Bangkalan by providing education about environmental issues and how to prevent environmental damage from the consumer side.

This research is still limited to only three measurement variables, so many variables may affect the purchase decision of green products, such as social and cultural factors, which are not discussed in this study. In addition, the sample of this study is limited to Kedai Pustaka consumers in Bangkalan Regency only. Further research can expand the geographical scope and add variables such as external factors from consumers such as the social environment and culture.

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