THE ROLE OF BRAND IMAGE IN MEDIATING THE INFLUENCE OF GREEN MARKETING ON PURCHASE INTENTION OF FORE COFFEE IN DENPASAR

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ABSTRACT : As urban mobility and lifestyle continue to evolve, coffee shops have become more than just places to enjoy coffee; they now serve as part of a modern lifestyle. According to the United States Department of Agriculture (USDA), coffee consumption in Indonesia is projected to increase to 4.8 million bags in the 2024/2025 period, up from 4,45 million in 2020/2021. Fore Coffee is one of the emerging coffee brands in Indonesia that applies green marketing strategies, focusing on sustainability and environmental awareness in both products and business operations. This study aims to examine the mediating role of brand image in the relationship between green marketing and purchase intention toward Fore Coffee products. The research was conducted on potential consumers in Denpasar City who are aware of Fore Coffee but have never made a purchase. The sample consisted of 140 respondents selected using purposive sampling. Data were collected through online and offline surveys in January 2025 and analyzed using path analysis, classical assumption testing, Sobel test, and Variance Accounted For (VAF) with SPSS 250. The results show that green marketing has a positive and significant effect on purchase intention. Similarly, brand image also has a significant positive influence on purchase intention. Furthermore, brand image significantly mediates the relationship between green marketing and purchase intention. The findings suggest that Fore Coffee should continue to strengthen its green marketing initiatives and build a strong, positive brand image to increase purchase intention among potential consumers.

KEYWORDS : *Green Marketing, Brand Image, Purchase Intention*

I. INTRODUCTION

Indonesia is one of the major coffee producers in the world, and the coffee industry has shown promising growth. Based on data from the United States Department of Agriculture (USDA), coffee consumption in Indonesia is projected to increase to 4.8 million bags in the 2024/2025 period, up from 4.45 million bags in 2020/2021. This growth is supported by improvements in economic stability, particularly in the food and beverage, hospitality, and service sectors. In addition to economic factors, changes in lifestyle also play a significant role in increasing coffee consumption in the country (Metrotvnews, 2024). Coffee shops are no longer just places to drink coffee, but have become part of the urban lifestyle. This trend is supported by data from the Central Statistics Agency (2023), which projects that coffee sales volume will continue to rise, reaching 204.9 million kilograms by 2028. The growing consumption illustrates society's high purchase intention and provides opportunities for coffee businesses to enhance their marketing strategies and product offerings.

Fore Coffee is one of the rising local coffee brands in Indonesia. The brand name "Fore" is derived from the word "forest", representing its commitment to eco-friendliness. This concept is reflected not only in its brand identity but also in its sustainable innovations, such as using environmentally friendly packaging with 4R principles (reduce, reuse, recycle, replace) and promoting campaigns like FOREarth and FOREnvironment (Fore Coffee, 2022). Despite these innovations, Fore Coffee still lags behind competitors like Kopi Kenangan, Janji Jiwa, and Kulo in terms of brand competitiveness, as shown in the Top Brand Index (2024).

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person's motivation or tendency to purchase a product in the future (Kotler et al., 2022). Consumers with high purchase intention are more likely to become buyers, making it crucial for brands like Fore Coffee to understand and influence this behavior.In recent years, there has been a shift in consumer preferences, particularly among millennials and Gen Z, toward eco-friendly products. These generations are more environmentally conscious and expect businesses to uphold sustainable practices. As a result, green marketing strategies have become increasingly relevant. Green marketing involves promoting environmentally responsible products and practices to align with consumer values (Sanny et al., 2020; Nandaika & Respati, 2021).

Previous studies (Afriani, 2024; Krisdayanti & Widodo, 2022; Sukma, 2021) have found a positive and significant relationship between green marketing and purchase intention. However, some studies have reported different findings. Research by Vannia et al. (2022) and Mendrofa et al. (2023) showed that green marketing does not significantly influence purchase intention. These inconsistencies suggest the presence of a mediating variable that may strengthen or weaken this relationship. This study proposes brand image as a mediating variable in the relationship between green marketing and purchase intention. Brand image represents the consumer's perception and impression of a brand and is believed to influence consumer trust and purchasing decisions (Anwar et al., 2022; Chintya & Sukaatmadja, 2024). A positive brand image can reinforce the impact of green marketing on consumer behavior. Therefore, this research aims to examine the effect of green marketing on purchase intention with brand image as a mediating variable, focusing on potential consumers of Fore Coffee in Denpasar. The results of this study are expected to contribute to marketing strategy development, especially for brands that aim to promote sustainability while increasing consumer purchase intention.

The purposes of this study are 1) To test and explain the effect of green marketing on brand image among potential consumers, 2) To test and explain the effect of green marketing on purchase intention among potential consumers, 3) To test and explain the effect of brand image on purchase intention among potential consumers, and 4) To test and explain the mediating role of brand image in the relationship between green marketing and purchase intention among potential consumers.

II. CONCEPTUAL FRAMEWORK AND HYPOTHESIS

Conceptual framework

This study is conducted to analyze the role of brand image in mediating the effect of green marketing on purchase intention among potential consumers of Fore Coffee in Denpasar. Based on the literature review and previous research findings, a conceptual framework is formulated as shown in Figure 1:
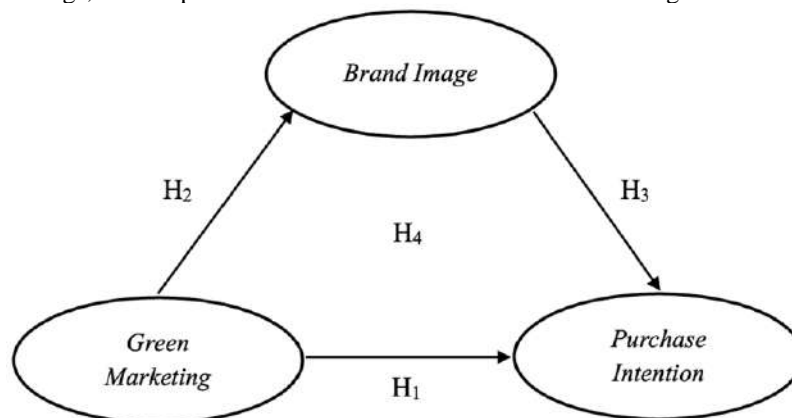

Figure 1: Conseptual Framework

Research Hypothesis

Research conducted by Liana and Oktafani (2020) stated that green marketing has a positive and significant effect on purchase intention. Similar results were also found in the studies by Sukma (2021) and Ellitan (2021), which showed a positive and significant influence of green marketing on purchase intention. Furthermore, Krisdayanti and Widodo (2022) also confirmed that green marketing positively and significantly affects purchase intention. These findings are supported by Permana and Saputri (2024), who revealed that green marketing has a positive influence on purchase intention, indicating that consumers are increasingly aware of environmental sustainability. Based on the previous research findings described above, the following hypothesis is proposed:
H_1 : Green marketing has a positive and significant effect on purchase intention.

Research conducted by Nandaika and Respati (2021) showed that green marketing has a direct impact on brand image. Similar results were found in a study by Genoveva and Berliana (2021), which stated that green marketing has a positive and significant effect on brand image. Furthermore, Dewi and Rahanatha (2022) also discovered

that green marketing contributes positively to brand image. These findings are further supported by other studies that revealed a positive and significant influence of green marketing on brand image (Bachtiar and Santika, 2023; Afriani, 2024). Based on the previous research findings described above, the following hypothesis is proposed:

H_2 : Green marketing has a positive and significant effect on brand image

Research conducted by Sanny et al. (2020) showed that brand image has a significant influence on consumers' purchase intention. Similar results were found in studies by Yohana et al. (2020) and Irawan and Suprapti (2020), which stated that brand image has a positive and significant effect on purchase intention. In line with these findings, a study by Purwanto et al. (2021) also confirmed that brand image significantly affects purchase intention. This finding is further supported by a recent study conducted by Putri et al. (2024), which demonstrated that brand image positively and significantly influences consumers' purchase intention. Based on the previous research findings described above, the following hypothesis is proposed:

H_3 : Brand image has a positive and significant effect on purchase intention

Based on the research conducted by Afriani (2024) and Yuliantoro et al. (2024), it was stated that brand image is capable of mediating the effect of green marketing on purchase intention. A similar study by Permana and Saputri (2024) found that brand image plays a mediating role in the relationship between green marketing and consumers' purchase intention. These findings are further supported by studies from Zuhdi et al. (2024) and Murtiningsih et al. (2024), which concluded that brand image significantly mediates the influence of green marketing on purchase intention. Based on the previous research findings described above, the following hypothesis is proposed:

H_4 : Brand image significantly mediates the effect of green marketing on purchase intention

III.RESEARCH METHOD

This research is an associative causal and using a quantitative technique analysis. The research location is in Denpasar city, as the principal city of Bali, therefore lots of sector are centered in Denpasar also it has a fast growth of various industry. The research location was conducted in Denpasar City, especially potential customers Fore Coffee.

Table 1 Variables and Indicators

No.	Variables	Indicator	Sources
1	Green Marketing (X)	1. *Green Product* (X_1) 2. *Green Price* (X_2) 3. *Green Place* (X_3) 4. *Green Promotion* (X_4) 5. *Green People* (X_5) 6. *Green Process* (X_6) 7. *Green Physical Evidence* (X_7)	Fitriany *et al.* (2024)
2	Brand Image (M)	1. Recognition (M_1) 2. *Corporate Image* (M_2) 3. Product Image (M_3) 4. User Image (M_4)	Prayoga dan Yasa (2023)
3	Purchase Intention (Y)	1. Transactional interest (Y_1) 2. Preferential interest (Y_2) 3. Exploratory interest (Y_3)	Isyanto *et al.* (2020)

The types of quantitative and qualitative data used in the study are assessments given by espondents by filling in the questions on the questionnaire. The primary data sources used are the results of questionnaires and respondents answers that meet the research criteria, while the secondary data comes from information providers such as the Central Bureau of Statistics and Top Brand Index.

The research instrument used was the validity test to check whether the instrument in the questionnaire was properly used or not, the reliability test to test the respondent's interpretation of the question items in the research instrument which was indicated by the consistency of the respondent's answers. The population in this study were the potential customers of Fore Coffee in Denpasar. The sampling method used was purposive sampling technique with the following criteria: domiciled in Denpasar City, at least education is at the SMA / SMK level, being aware of Fore Coffee products, and having never made a purchase. The number of samples used was 140 samples and each question item was measured using a 5 point likert scale.

The data analysis techniques used are descriptive statistical analysis and inferential statistical analysis. The results of the descriptive statistical analysis consist of data processing outcomes from respondent test results and the mean scores of their responses to the survey questions. Inferential statistical analysis is conducted through path analysis, classical assumption tests, the Sobel test, and the Variance Accounted For (VAF) test.

IV. RESULT AND DISCUSSION

The characteristics of the respondents in this study have several criteria, namely based on gender, age, education level, and occupation.

Table 2 Characteristics of Research Respondents

No	Variable	Clasification	Number of people	Percentage (%)
1	Gender	Male	41	29,3
		Female	99	70,7
		Total	**140**	**100**
2	Age	19 - 23 years old	122	87,1
		24 - 28 years old	8	5,7
		29 – 33 years old	2	1,4
		34 - 38 years old	1	0,7
		> 38 years old	7	5,0
		Total	**140**	**100**
3	Educational stage	Senior High School / Vocational high School	117	83,6
		Diploma	4	2,9
		Bachelor	19	13,6
		Total	**140**	**100**
4	Profession	Student	120	85,7
		Civil Servant	0	0
		Private Employees	10	7,1
		Entrepreneurial	4	2,9
		Other	6	4,3
		Total	**140**	**100**

Source: Primary data processed, 2025

Table 2 shows the number of female respondents as many as 99 people, while the male respondents are 41 people. This shows that Fore Coffee's potential consumers in Denpasar are dominated by women. The average age of respondents who filled out the questionnaire was 19 - 23 years old as many as 122 people or 87,1 percent of the total respondents. The level of Senior High School/Vocational High School education is more dominant, namely 117 people or 83,6 percent. The characteristics of the respondents' work were obtained by the most respondents with work as students, which was as many as 120 people or 85,7 percent.

Table 3 Validity Test Results

No.	Variable	Question Items	Pearson Correlation	Sig.	Information
1	*Green Marketing* (X)	$X_{1.1}$	0,801	0,000	Valid
		$X_{1.2}$	0,847	0,000	Valid
		$X_{2.1}$	0,725	0,000	Valid
		$X_{2.2}$	0,629	0,000	Valid
		$X_{3.1}$	0,618	0,000	Valid
		$X_{3.2}$	0,681	0,000	Valid
		$X_{4.1}$	0,671	0,000	Valid
		$X_{4.2}$	0,751	0,000	Valid
		$X_{5.1}$	0,738	0,000	Valid
		$X_{5.2}$	0,541	0,002	Valid
		$X_{6.1}$	0,664	0,000	Valid
		$X_{6.2}$	0,601	0,000	Valid
		$X_{7.1}$	0,704	0,000	Valid
		$X_{7.2}$	0,693	0,000	Valid

2	*Brand Image* (M)	$M_{1.1}$	0,542	0,002	Valid
		$M_{1.2}$	0,531	0,003	Valid
		$M_{2.1}$	0,854	0,000	Valid
		$M_{2.2}$	0,751	0,000	Valid
		$M_{3.1}$	0,833	0,000	Valid
		$M_{3.2}$	0,818	0,000	Valid
		$M_{4.1}$	0,623	0,000	Valid
		$M_{4.2}$	0,642	0,000	Valid
3	*Purchase Intention* (Y)	$Y_{1.1}$	0,845	0,000	Valid
		$Y_{1.2}$	0,844	0,000	Valid
		$Y_{2.1}$	0,884	0,000	Valid
		$Y_{2.2}$	0,735	0,000	Valid
		$Y_{3.1}$	0,888	0,000	Valid
		$Y_{3.2}$	0,758	0,000	Valid

Source: Primary data processed, 2025

Table 3 shows that all indicators in this research variable have a significance value of less than 0,05 and a Pearson Correlation value of ≥ 0,3. Thus, it can be concluded that all variables used in this study are valid and can be used as research instruments.

Table 4 Reliability Test Results

No.	Variable	Cronbach's Alpha	Information
1.	*Green Marketing* (X)	0,913	Reliabel
2.	*Brand Image* (M)	0,850	Reliabel
3.	*Purchase Intention* (Y)	0,897	Reliabel

Source: Primary data processed, 2025

Table 4 shows that the reliability test on each Cronbach's Alpha variable shows a value of > 0,6. This shows that all variable instruments in this study have consistency in measuring the variables in the study or all instruments have met the reliability requirements.

The results of respondents' responses to each indicator statement of the variables in this study are described through the grouping of the average respondents' answer scores. This study uses two question items for each indicator with the aim of obtaining more comprehensive data, and minimizing the perception bias of the respondents. According to Sugiyono (2022:144), in compiling a questionnaire instrument, each indicator can be represented by one or more questions designed to measure a specific aspect of the variable.

Table 5 Result of Path Analysis in Structural 1

Model	Unstandardized Coefficients		Standardized Coefficients	t	*Sig.*
	B	Std. Error	Beta		
(Constant)	9,113	2,043		4,461	0,000
Green Marketing	0,429	0,034	0,729	12,501	0,000
R^2 : 0.531					

Source: Primary data processed, 2025

Based on the results of path analysis in Table 5, the structural equation 1 formed is as follows:

$M = \beta_2 X + e_1$

$M = 0,729X + e_1$

The green marketing variable has a coefficient of 0,729 which shows that the green marketing variable has a positive influence on the brand image.

Table 6 Result of Path Analysis in Structural 2

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	10,289	2,139		4,809	0,000
Green Marketing	0,122	0,049	0,260	2,479	0,014
Brand Image	0,254	0,083	0,320	3,053	0,003
R^2 : 0.292					

Source: Primary data processed, 2025

Based on the results of the path analysis in Table 6, the structural equation 2 formed is as follows:

$Y = \beta_2 X + \beta_3 M + e_2$

$Y = 0{,}260X + 0{,}320M + e_2$

The green marketing variable has a coefficient of 0,260 which shows that the green marketing variable has a positive influence on purchase intention.

Table 7 Direct Effects, Indirect Effects and Total Effects

Effect of variable	Direct Effects	Indirect Effects	Total Effects	Significant	Results
X → Y	0,260	0,233	0,493	0,014	Significant
X → M	0,729		0,730	0,000	Significant
M → Y	0,320		0,337	0,003	Significant

Source: Primary data processed, 2025

The total influence of the green marketing variable on purchase intention with brand image (M) as the mediating variable was 0.493.

Variable Error (e)

$e_i = \sqrt{1 - R_i{}^2}$

$e_1 = \sqrt{1 - R_1{}^2} = \sqrt{1 - 0{,}531} = \sqrt{0{,}469} = 0{,}684$

$e_2 = \sqrt{1 - R_2{}^2} = \sqrt{1 - 0{,}292} = \sqrt{0{,}708} = 0{,}841$

Coefficient of Determination Value (R^2)

$R^2{}_m = 1 - (e_1)^2 (e_2)^2$

$\quad\quad = 1 - (0{,}684)^2 (0{,}841)^2$

$\quad\quad = 1 - (0{,}467) (0{,}707)$

$\quad\quad = 1 - 0{,}330 = 0{,}67$

Based on the calculation of the total determination coefficient value obtained a result of 0.67, it can be explained that 67 percent of the *purchase intention* variable in potential *consumers of Fore Coffee* in Denpasar City is influenced by *green marketing* and *brand image*, while the remaining 33 percent is influenced by other factors that are not included in the research model or outside this research model.

Table 8 Normality Test Results

Equation	Asymp. Sig. (2-tailed) Kolmogorov-Smirnov
Substructure 1	0,200
Substructure 2	0,200

Source: Primary data processed, 2025

The result of normalitas test used Kolmogorov-Smirnov show that the significance value is 0,200 > 0,05. This show regression model has normal distribution.

Table 9 Multicollinearity Test Results

Variable	Collinearity Statistics	
	Tolerance	VIF
Green Marketing	0,469	2,132
Brand Image	0,469	2,132

Source: Primary data processed, 2025

Table 9 shows that there are no exogenous variables that have a tolerance value of less than 0.10 and a VIF value of more than 10. Therefore, the regression model is free of the symptoms of multicollinearity.

Table 10 Heteroscedasticity Test Results

Equation	Model	t	Sig.
Substructure 1	*Green Marketing*	-0,318	0,751
Substructure 2	*Green Marketing*	-1,577	0,117
	Brand Image	0,464	0,643

Source: Primary data processed, 2025

Table 10 shows that each model has a significance value of more than 0.05. This shows that the exogenous variables used in this study do not have a significant effect on the residual absolutes so that this study is free from heteroscedasticity symptoms.

Sobel Test

The sobel test was used to test the strength of the indirect influence of the green marketing variable (X) on the purchase intention variable (Y) through the brand image variable (M).

The sobel test is calculated by the formula below:

$$S_{ab} = \sqrt{b^2 S_a^2 + a^2 S_b^2 + S_a^2 S_b^2}$$

Information:

S_a = Standard error coefficient a
S_b = Standard error coefficient b
a = The coefficient of the X to M path
b = The coefficient of the path M to Y

The calculations are obtained as follows:

$S_{ab} = \sqrt{(0{,}320)^2(0{,}034)^2 + (0{,}729)^2(0{,}083)^2 + (0{,}034)^2(0{,}083)^2}$

$S_{ab} = \sqrt{(0{,}102)(0{,}001) + (0{,}531)(0{,}006) + (0{,}001)(0{,}006)}$

$S_{ab} = \sqrt{(0{,}000) + (0{,}003) + (0{,}000)}$

$S_{ab} = \sqrt{0{,}003}$

$S_{ab} = 0{,}054$

To test the significance of indirect influences, it is necessary to calculate the z-value of the coefficient ab, with the following formula:

$Z = \dfrac{ab}{S_{ab}}$

$Z = \dfrac{(0{,}729)(0{,}320)}{0{,}054}$

$Z = \dfrac{0{,}253}{0{,}054}$

$Z = 4{,}68$

Based on the calculation above, a zcal value of 4.68 was obtained, where the value was greater than the ztable of 1.96. This shows that the *brand image variable* is able to mediate the influence of *green marketing* on *purchase intention*

Varaince Accounted For (VAF) Test

Testing of the mediation hypothesis was carried out using the VAF method. VAF is a measure of how much the mediating variable is able to absorb the previously significant direct influence of the non-mediator model. VAF in this study can be calculated as follows:

$VAF = \dfrac{Direct\ Effects}{Indirect\ Effects + Total\ Effects}$

$VAF = \dfrac{0{,}233}{0{,}233 + 0{,}260}$

$VAF = \dfrac{0{,}233}{0{,}493}$

$VAF = 0{,}47$

$VAF = 47\%$

Based on the calculation above, a VAF value of 47 percent was obtained where the value was at an interval of 20 percent < VAF < 80 percent so that it could be categorized as a partial mediator. This shows that the mediating effect produced by *brand image* in mediating the influence of *green marketing* on *purchase intention* is partial *mediation*.

V.CONCLUSION

The conclusion of this study are: 1) Green marketing has a positive and significant effect on purchase intention. This means that the better the implementation of green marketing, the higher the intention of potential consumers to buy Fore Coffee. 2) Green marketing has a positive and significant effect on brand image. This means that the better the implementation of green marketing, the more positive the Fore Coffee brand image in the minds of potential Fore Coffee consumers. 3) Brand image has a positive and significant effect on purchase intention, meaning that the more positive the Fore Coffee brand image in the minds of potential consumers, the higher the purchase intention of potential Fore Coffee consumers in Denpasar City. 4) Brand image is able to partially mediate the influence of green marketing on purchase intention. This means that the more positive the brand image felt by potential consumers in response to green marketing, the higher the purchase intention of potential Fore Coffee consumers.

The theoretical implications of this study in the context of the stimulus-organism-response (S-O-R) theory framework are that the findings of this study strengthen the understanding of how green marketing can influence purchase intention behavior through brand image as a mediator. This research provides insight for marketers to implement green marketing strategies not only as an effort to preserve the environment, but also as a tool to strengthen brand image, with the aim of increasing consumers' tendency to make purchases.The practical implications of this study for Fore Coffee in Denpasar City are the importance of understanding the role of brand image in mediating the influence of green marketing on purchase intention. After knowing that green marketing can strengthen a positive brand image in the eyes of potential consumers, Fore Coffee can design a more effective marketing program to encourage potential consumers' purchase intent.

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