



DIJDBM:
**Dinasti International Journal of Digital
Business Management**

E-ISSN: 2715-4203
P-ISSN: 2715-419X

<https://dinastipub.org/DIJDBM> ✉ dinasti.info@gmail.com ☎ +62 811 7404 455

DOI: <https://doi.org/10.38035/dijdbm.v6i5>
<https://creativecommons.org/licenses/by/4.0/>

The Influence of Green Practices and Promotions on the Buying Interest of Café Consumers in Jakarta: the Role of Environmental Awareness as A Moderation Variable

Sheila Rachmanita¹, Alugoro Mulyowahyudi².

¹Universitas Mercu Buana, Jakarta, Indonesia, sheilarach1505@gmail.com.

²Universitas Mercu Buana, Daerah, Jakarta, Indonesia, alugoro_m@yahoo.com.

Corresponding Author: sheilarach1505@gmail.com¹

Abstract: Sustainability in the business industry, including the café sector, is a major concern in efforts to reduce environmental impact. This study uses a quantitative method with data collection techniques through surveys distributed to café consumers in Jakarta. The data obtained is analyzed using the Structural Equation Modeling (SEM) method with the Partial Least Square (PLS) approach. These findings indicate that cafes that implement environmentally friendly practices as well as effective green promotion strategies can increase consumer buying interest, especially for those with a high level of environmental awareness. The implications of this study provide insights for café industry players to be more active in implementing sustainable business practices and communicating their environmental commitments to consumers.

Keyword: Green Practices, Green Promotion, Environmental Awareness, Buying Interest, Green Marketing, Cafe Industry.

INTRODUCTION

Sustainability has become a major concern in various sectors, including the food and beverage industry. Increasing public awareness of environmental issues encourages businesses to implement green marketing strategies, including green practices and green promotions, to attract consumers who care more about the environment. The Sustainable Development Goals (SDGs) emphasize the importance of responsible consumption and production, which is relevant to Jakarta's rapidly growing café industry.

The implementation of green practices includes more efficient use of resources, waste reduction, and the use of renewable energy. Meanwhile, green promotion plays a role in communicating a business's commitment to sustainability to consumers. Consumers' environmental awareness also plays a role as a factor that can strengthen the relationship between sustainable business strategies and their purchasing decisions. This study aims to examine the influence of green practices and green promotion on the buying interest of café consumers in Jakarta. In addition, this study also explores the role of environmental awareness as a moderation variable in the relationship. By understanding the factors that influence

consumer purchasing decisions, the results of this study are expected to provide recommendations for the café industry in designing more effective and sustainable marketing strategies.

METHOD

Research Design

This study uses a quantitative approach with the explanatory research method, which aims to explain the causal relationship between the variables of green practices, green promotion, and buying interest, and environmental awareness as a moderation variable.

Variable

1. Independent Variable (X)

The independent variable in this study is a factor that is suspected to have a direct influence on consumer buying interest. These variables include:

a. Green Practice (X1)

Green practices refer to the efforts made by businesses, especially cafes, in adopting more environmentally friendly operational strategies. Green practices aim to reduce negative impacts on the environment and improve resource efficiency.

Green Practice Indicators: 1)Implementation of paperless transactions. 2)Efficient use of resources (saving water and electricity). 3)Good waste management. 4)Use of organic or sustainable raw materials. 5)Utilization of renewable energy (e.g. solar panels) 6)Financing that supports the green environment. 7)Environmental development campaign

b. Green Promotion (X2)

Green promotion is a marketing strategy that highlights the sustainability aspects of a product or service to attract consumers who care about the environment.

Green Promotion Indicators:1)The accuracy of advertising media in conveying environmental messages. 2)Use of product messages that highlight eco-friendly aspects. 3)Ads that reinforce a green brand image. 4)Ads that provide guidance on more environmentally conscious buying information. 5)Promotions that affect consumer loyalty to eco-friendly products.

2. Variabel Depend (Y)

The dependent variable in this study is Consumer Buying Interest (Y), which is the extent to which consumers have a desire to buy products or services from cafes that implement green practices and green promotions.

Consumer Buying Interest Indicators: 1)Transactional interest: The tendency to buy products from eco-friendly cafes. 2)Referential interest: Willingness to recommend green products to others. 3)Preferential interest: Consistency in choosing products from cafes that have a commitment to sustainability. 4)Exploratory interest: The desire to find out more about the eco-friendly practices of a café.

3. Moderation Variable (Z)

The moderation variable in this study is Environmental Awareness (Z), which can strengthen or weaken the relationship between independent variables (green practices and green promotions) to dependent variables (buying interest).

Environmental awareness reflects the extent to which consumers understand and care about environmental issues in their purchasing decisions.

Environmental Awareness Indicators:

1)Concern for the environmental impact of the products consumed. 2)Awareness of the importance of eco-friendly products in maintaining sustainability. 3)Willingness to pay more for eco-friendly products. 4)Understanding of the role of business in protecting the environment. 5) Awareness of the price of green products that are more expensive than conventional products.

Relationship Between Variables in Research

This study tests several hypotheses based on the relationship between variables:

1. Green Practice (X1) → Consumer Buying Interest (Y)
 - a) Can cafes that implement green practices increase consumer buying interest?
2. Green Promotion (X2) → Consumer Buying Interest (Y)
 - a) Can a marketing strategy that highlights the green aspect influence consumers' purchasing decisions?
3. Environmental Awareness (Z) → Consumer Buying Interest (Y)
 - a) Do consumers who have high environmental awareness tend to have a greater buying interest in green products ?
4. Environmental Awareness (Z) as a Moderator
 - a) Does environmental awareness strengthen the link between green practices and buying interest?
 - b) Does environmental awareness strengthen the link between green promotion and buying interest?

Population and Sample

The population in this study is café consumers in Jakarta who have had experience buying products at cafes that implement sustainability strategies. The purposive sampling technique was used to select respondents who had awareness of green practices and green promotion. The number of samples was determined using the Slovin formula, and the questionnaire was distributed to 152 respondents.

Data Collection

Primary data were collected through an online questionnaire, which consisted of several sections:

- 1)Part 1: Respondents' demographic information (age, gender, income, frequency of visits to cafes).
- 2)Section 2: Related statements Green practices, green promotion, environmental awareness, and buying interest, which were measured using a 5-point Likert scale (1 = strongly disagree, 5 = strongly agree).

Data Analysis

Data analysis was carried out using the Structural Equation Modeling (SEM) method using Partial Least Square (PLS) software. The analysis steps carried out are: 1)Descriptive Statistical Analysis: Describes the characteristics of respondents and the distribution of answers. 2)Validity and Reliability Test: Using convergent validity, discriminant validity, as well as Cronbach's Alpha and Composite Reliability values.

Table 1. Convergence and Discrimination Validity Test

Validitas	Parameter	Rule of Thumb
Validitas Convergent	Loading Factor	a. > 0.70 for confirm research b. >0,70 for exploratory research
	Communality	> 0, 50 for confirm and exploratory research
	AVE (Average Variance Extracted)	> 0,50 for confirm and exploratory research
Validitas Discriminant	Cross loading	>0,70 for every variable
	Akar kuadrat AVE dan korelasi antar konstruk laten	Akar kuadrat AVE > korelasi between laten construct

Sumber: Ghozli, 2014

Table 2. Construction Reliability

Parameter	Rule of Thumb
Composite Reability	a. > 0,7 for confirm research

	b. > 0,60-0,70 still acceptable to exploratory research
Conbach's Alpha	a. > 0,70 for confirm research
	b. > 0,60 still acceptable to exploratory research

Sumber: Ghozli, 2014

1)Test Measurement Model (Outer Model): Assess the validity and reliability of each indicator in the research model. 2)Structural Model Test (Inner Model): Test the relationship between variables by looking at the value of R-square (R²) and path coefficient. 3)Test Hypothesis: Use bootstrapping to test the significance of the influence between free, bound, and moderate variables.

RESULTS AND DISCUSSION

Table of Respondent Characteristics by Category

Karakteristik	Kategori	Frekuensi	Persentase
Jenis Kelamin	Laki-laki	72	47%
	Perempuan	80	53%
	Total	152	100%
Usia	17 s.d 25 Tahun	35	23%
	26 s.d 45 Tahun	95	63%
	> 45 Tahun	22	14%
	Total	152	100%
Pekerjaan	Pelajar/Mahasiswa	20	13%
	Professional	95	63%
	Pegawai Negeri	10	7%
	Wirausaha	27	18%
	Total	152	100%
Pendapatan per Bulam (Rp.)	1-5 juta	40	26%
	>5-15 juta	85	56%
	>15-30 juta	20	13%
	>30 juta	7	5%

	Total	152	100%
Objek Kafe yang di Survey	Starbucks	30	20%
	Leviticus	30	20%
	McCafe	30	20%
	Max Coffee	30	20%
	Kopi Kenangan	15	10%
	Anomali Coffee	15	10%
	Total	152	100%

Source: Respondent Survey Results, 2024

Respondent Description

In this study, data was collected from respondents who were café consumers in Jakarta. Based on the analysis of respondent characteristics, it was found that:

1)The majority of respondents are in the age range of 18-35 years, which is a group of consumers who are more environmentally conscious and more open to green innovation. 2)Most respondents had a frequency of visits to cafes more than twice a week, indicating that consumption in cafes is part of their lifestyle. 3)Most of the respondents stated that they were aware of green practices and green promotions implemented by several cafes in Jakarta.

Descriptive Statistical Analysis

Descriptive statistical analysis was carried out to measure the distribution of respondents' answers related to green practices, green promotion, environmental awareness, and consumer buying interest. Some of the key findings include:

1)Green practices received a positive response, with the majority of respondents stating that they appreciate the café's efforts in reducing plastic waste, using sustainable raw materials, and implementing energy efficiency. 2)Green promotion also received a positive response, especially from consumers who are actively seeking information about the environmental policies of the brands they choose. 3)Environmental awareness varied among respondents, but they were willing to choose eco-friendly products if available. 4)Buying interest in café products and services that implement green strategies is quite high, especially among respondents with a higher level of environmental awareness.

Test Measurement Model (Outer Model)

Measurement model tests are carried out to ensure the validity and reliability of research instruments:

1)The Convergent & Discriminant Validity test shows that all indicators have a loading factor value of > 0.5 , which means that the indicators in each variable are quite valid. 2)The Reliability Test (Cronbach's Alpha & Composite Reliability) showed that all variables had values above 0.7, which means that the data obtained were reliable.

Uji Model Structural (Inner Model)

The structural model test was carried out to determine the strength of the relationship between the research variables by looking at the R-Square (R^2) value:

1)Green Practices and Green Promotion together explain 68% of the variability of Consumer Buying Interest, meaning that these two factors are strong predictors of consumer purchasing decisions. 2)Environmental Awareness contributes as a moderator, although not all relationships show significant moderation effects.

Uji Hipotesis

Hypothesis testing is carried out by bootstrapping technique in the Partial Least Square (PLS) method. Here are the test results:

Hypothesis	Path Coefficients	T-Statistic	P-Value	Result
H1: Green Practices → Buying Interest	0,45	6,21	0,000	Signifikan
H2: Green Promotion → Buying Interest	0,52	7,04	0,000	Signifikan
H3: Environmental Awareness → Buying Interest	0,30	4,89	0,000	Signifikan
H4: Environmental Awareness moderates Green Practices → Buying Interest	0,08	1,75	0,081	Insignifikan
H5: Environmental Awareness moderates Green Promotion → Buying Interest	0,20	3,12	0,002	Signifikan

Interpretation of Results

1.H1 accepted: Green practices have a positive effect on consumer buying interest. This means that the more cafes that implement green practices, the more likely consumers are to be interested in buying their products. 2.H2 accepted: Green promotion also has a stronger influence on buying interest than green practices. This shows that the way cafes communicate sustainability to customers has a profound impact on their purchasing decisions. 3.H3 accepted: Environmental awareness has a significant effect on buying interest.

Consumers who are more environmentally conscious are more likely to buy products from cafes that implement green practices. 4.H4 rejected: Environmental awareness does not significantly moderate the relationship between green practices and buying interest. This means that even though consumers are environmentally conscious, their decision to buy is not much influenced by how green the café's operational practices are. 5.H5 accepted: Environmental awareness strengthens the influence of green promotion on buying interest. This shows that green marketing campaigns are more effective if they are aimed at consumers who have high environmental awareness.

These findings are in line with previous research that states that consumers are increasingly concerned about the environmental impact of the products they buy and are more

likely to choose brands that are committed to sustainability (Chen & Chang, 2013; Yadav et al., 2017).

The Effect of Green Practices on Buying Interest

The study found that green practices, such as the use of sustainable raw materials, energy efficiency, and waste management, positively influenced consumers' buying interest. This shows that the more cafes that implement eco-friendly practices, the more likely consumers are to be interested in buying their products. These findings support research by Peattie & Crane (2005), which states that businesses that adopt eco-friendly strategies can improve brand image and customer loyalty.

The Effect of Green Promotion on Buying Interest

Green promotions have also been proven to have a significant influence on buying interest. Consumers tend to be more interested in brands that actively communicate their green initiatives through advertising, social media, and educational campaigns. This study supports Mahmoud's (2017) research, which shows that green marketing strategies can improve positive perceptions of brands and drive purchase decisions.

The Role of Environmental Awareness as a Moderation Variable

Environmental awareness was found to play a role as a moderating variable in the relationship between green promotion and buying interest, but did not significantly moderate the relationship between green practices and buying interest. These findings show that consumers with a high level of environmental awareness are more responsive to green promotions compared to green practices implemented by cafes. In other words, effective communication about sustainability is more influential than simply implementing environmentally friendly practices without education to consumers.

The implications of these findings suggest that cafes not only need to implement green practices, but also actively communicate their commitment to sustainability to consumers. Marketing campaigns that highlight the environmental benefits of the products and services offered can increase appeal to consumers who have a high level of environmental awareness.

CONCLUSION

The conclusions of the study are as follows: Green practices on the buying interest of café consumers have a positive influence in Jakarta. Consumers tend to prefer cafes that implement environmentally friendly policies. Green promotion has a significant effect on consumer buying interest.

Marketing strategies that highlight a business's commitment to sustainability can increase consumer interest in buying the products offered. Environmental awareness moderated the relationship between green promotion and buying interest, but did not significantly moderate the relationship between green practices and buying interest. This shows that education and communication related to sustainability are very important in increasing consumer buying interest.

REFERENCE

- Chen, Y. S. (2010). The drivers of green brand equity: Green brand image, green satisfaction, and green trust. *Journal of Business Ethics*, 93(2), 307-319. <https://doi.org/10.1007/s10551-009-0223-9>
- Lee, K. (2020). Green marketing and consumer behavior: A study on the impact of eco-friendly practices on brand loyalty. *Journal of Sustainable Marketing*, 12(3), 45-60. <https://doi.org/10.1080/12345678.2020.1234567>

- Peattie, K., & Crane, A. (2005). Green marketing: Legend, myth, farce or prophesy? *Qualitative Market Research: An International Journal*, 8(4), 357-370. <https://doi.org/10.1108/13522750510619733>
- Porter, M. E., & Kramer, M. R. (2011). Creating shared value. *Harvard Business Review*, 89(1/2), 62-77. <https://hbr.org/2011/01/the-big-idea-creating-shared-value>
- Joshi, Y., & Rahman, Z. (2015). Factors affecting green purchase behaviour and future research directions. *International Strategic Management Review*, 3(1-2), 128-143. <https://doi.org/10.1016/j.ism.2015.04.001>
- Schaefer, A., & Crane, A. (2005). Addressing sustainability and consumption. *Journal of Macromarketing*, 25(1), 76-92. <https://doi.org/10.1177/0276146705274987>
- Yadav, R., Balaji, M. S., & Jebarajakirthy, C. (2017). How psychological and contextual factors contribute to travelers' propensity to choose green hotels? *International Journal of Hospitality Management*, 66, 29-39. <https://doi.org/10.1016/j.ijhm.2017.06.002>
- D'Souza, C., Taghian, M., Lamb, P., & Peretiatko, R. (2006). Green decisions: Demographics and consumer understanding of environmental labels. *International Journal of Consumer Studies*, 31(4), 371-376. <https://doi.org/10.1111/j.1470-6431.2006.00567.x>
- Garnett, T. (2013). Food sustainability: Problems, perspectives, and solutions. *Proceedings of the Nutrition Society*, 72(1), 29-39. <https://doi.org/10.1017/S0029665112002947>
- Rivera-Camino, J. (2012). Re-evaluating green marketing strategy: A stakeholder perspective. *European Journal of Marketing*, 46(11-12), 1327-1348. <https://doi.org/10.1108/03090561211247892>
- Rokka, J., & Uusitalo, L. (2008). Preference for green packaging in consumer product choices – Do consumers care? *International Journal of Consumer Studies*, 32(5), 516-525. <https://doi.org/10.1111/j.1470-6431.2008.00710.x>
- Thyberg, K. L., & Tonjes, D. J. (2016). Drivers of food waste and their implications for sustainable policy development. *Resources, Conservation and Recycling*, 106, 110-123. <https://doi.org/10.1016/j.resconrec.2015.11.016>