



The Effect of Green Marketing and Brand Image On Purchase Decision Through Consumer Perception As A Mediating Variable Among Kopi Kenangan Consumers In Jakarta

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Abstract: This study aims to examine the effect of green marketing and brand image on purchase decisions through consumer perception as a mediating variable among Kopi Kenangan consumers in Jakarta. The study is motivated by the increasing importance of environmentally responsible marketing practices and strong brand image in influencing consumer behavior within the competitive food and beverage industry. A quantitative research approach is employed, with data collected from Kopi Kenangan consumers in Jakarta through a structured questionnaire. The data are analyzed using statistical methods to examine the direct effects of green marketing and brand image on purchase decisions, as well as their indirect effects through consumer perception. The conceptual framework assumes that effective green marketing and a positive brand image can shape favorable consumer perceptions, which may subsequently encourage purchase decisions. Consumer perception is therefore positioned as an important mechanism linking marketing activities and consumer decision-making. The findings are expected to provide insights for Kopi Kenangan and similar businesses in developing environmentally oriented marketing strategies, strengthening brand image, and improving consumer perceptions to support purchasing decisions.

Keyword: Green Marketing, Brand Image, Consumer Perception, Purchase Decision, Consumer Behavior, Kopi Kenangan.

INTRODUCTION

Competition in the food and beverage industry—particularly among coffee shops and ready-to-drink coffee brands—is increasingly determined not only by taste, price, and location but also by brand experience, reputation, and the alignment of brand values with consumer values. Consumer purchase decisions are formed through a process of evaluating the functional, emotional, social, and symbolic values offered by a company (Kotler et al.,

2022). Changes in consumer behavior are also influenced by growing concern for sustainability issues; therefore, marketing strategies that convey environmental messages must be perceived as valuable, credible, and relevant to consumers (Nekmahmud & Farkas, 2020).

Green marketing is one strategy companies can use to build brand differentiation in a competitive market through the management of products, pricing, distribution, and promotion that prioritize sustainability (Majeed et al., 2022). However, green marketing does not always directly lead to a purchase decision because consumers must first form perceptions regarding the sincerity, benefits, quality, and credibility of the green messages they receive (Correia et al., 2023). In addition to green marketing, brand image is also a key factor in shaping purchasing decisions because it reflects consumers' impressions, associations, and beliefs regarding a brand (Reddy et al., 2023).

Kopi Kenangan is a local coffee brand widely recognized by urban consumers that has grown through a concept centered on easily accessible local coffee, affordable prices, digital channels, menu innovations, and enhanced customer experiences. In the Jakarta market, Kopi Kenangan faces competition from local cafés, national coffee chains, international brands, and new entrants. The initial findings of this study are evident in the 2023–2024 sales data for Café Kopi Kenangan Jakarta, as presented in Table 1.

Table 1. Sales of Café Kopi Kenangan Jakarta for 2023–2024

Year	Total Sales (Rp)	Number of Transactions (Cups)	Change
2023	52,480,000,000	4,160,000	Initial Observation Point
2024	46,320,000,000	3,680,000	-11.73%

Source: Café Kopi Kenangan Jakarta sales data for 2023–2024, processed by the researcher

Total sales decreased from Rp52,480,000,000 in 2023 to Rp46,320,000,000 in 2024, while the number of transactions fell from 4,160,000 cups to 3,680,000 cups, a decline of

11.73 percent. This decline indicates issues with consumer purchasing decisions, particularly regarding purchase frequency and brand choice amid increasingly intense competition in the coffee shop industry. A decline in sales is not always caused by a single factor; purchase decisions can be influenced by product appeal, brand image, price perception, quality of experience, promotional communication, and perceived value, including consumers' assessments of how well a company's eco-friendly claims align with its actual practices (Szabo & Webster, 2021).

This study draws on three theoretical frameworks. Marketing management theory explains how companies create, communicate, and deliver value to consumers to drive purchasing decisions (Kotler et al., 2022). The Stimulus-Organism-Response (S-O-R) Theory positions the stimulus as an environmental cue, the organism as the individual's internal process, and the response as the action that follows the individual's interpretation of the stimulus (Mehrabian & Russell, 1974); in this study, Green Marketing and Brand Image are positioned as marketing stimuli, Consumer Perception as the consumer's internal process, and Purchase Decision as the purchasing behavior response. The Theory of Planned Behavior serves as an additional framework for understanding that purchase decisions are influenced by beliefs, norms, and perceived behavioral control (Ajzen, 1991).

Green Marketing is understood as consumers' perceptions of a company's efforts to manage products, prices, places, and promotions with a focus on sustainability, as articulated

through the dimensions of Green Product, Green Price, Green Place, and Green Promotion (Majeed et al., 2022; Nekomahmud & Farkas, 2020). Brand Image is understood as the set of associations, impressions, beliefs, and consumer evaluations of a brand formed through strong, beneficial, and unique associations, which are elaborated through the dimensions of Brand Identity, Brand Personality, Brand Association, Brand Behavior and Attitude, and Brand Competence and Benefit (Keller & Swaminathan, 2020). Consumer Perception is understood as the process by which consumers select, organize, and interpret information regarding products, brands, prices, promotions, and service experiences through personal factors and stimulus factors (Solomon, 2020). Purchase Decision is understood as the consumer's decision to select, purchase, and use a product based on the alignment with needs, product benefits, and the appropriateness of the product choice (Kotler et al., 2022).

Previous research has demonstrated a relationship between green marketing, brand image, consumer perception, and purchasing behavior. Nekomahmud and Farkas (2020) found that environmental concern, the benefits of green products, and perceptions of green marketing are associated with green purchasing decisions. Majeed et al. (2022) identified green brand image and consumer beliefs as mechanisms explaining the influence of green marketing on green purchase intentions, while Correia et al. (2023) emphasized the importance of green marketing communication in influencing green purchase behavior. Reddy et al. (2023) demonstrate that consumer perceptions of green marketing are related to preferences for environmentally friendly products, and Efendioğlu et al. (2022) show that

brand prestige, reputation, and reliability influence purchasing decisions. Nevertheless, research that specifically positions Consumer Perception as a mediating variable in the relationship between Green Marketing and Brand Image on the Purchase Decision of local coffee consumers in Jakarta still needs to be developed. The novelty of this study lies in testing this mediation model using the empirical phenomenon of the decline in sales of Kopi Kenangan Jakarta from 2023 to 2024 as a contextual basis.

Based on this description, the research framework positions Green Marketing (X1) and Brand Image (X2) as marketing stimuli that influence Consumer Perception (M), which in turn influences Purchase Decision (Y). Green Marketing and Brand Image are also assumed to have a direct effect on Purchase Decision, while Consumer Perception is tested as the mediating variable between these two effects. The research model is presented in Figure 1.

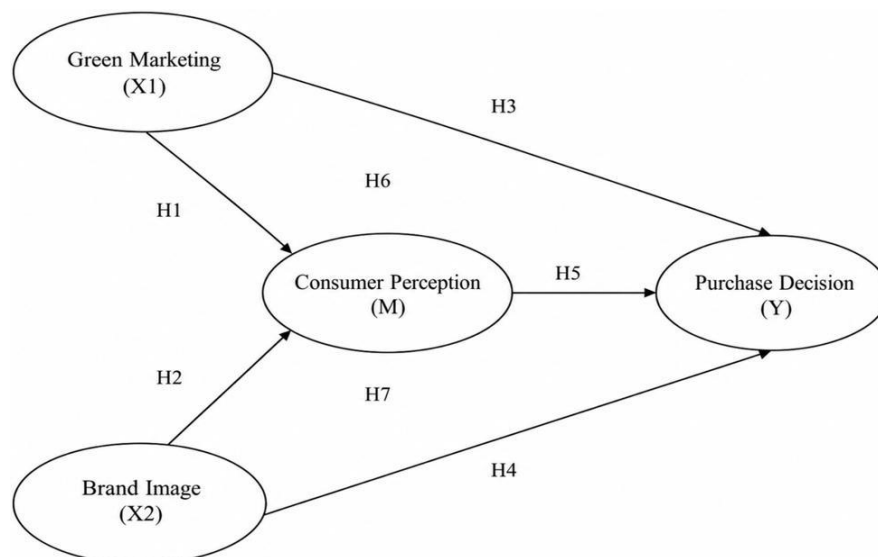


Figure 1. Research Model and Hypotheses

Based on this framework, the research hypotheses are formulated as follows. Green Marketing evident in product, price, place, and promotion provides consumers with information regarding sustainability values and is expected to influence how consumers assess a brand's benefits, credibility, and relevance (H1). Brand Image, formed through brand identity, reputation, experience, and associations, is expected to influence consumers' perceptions of a brand's quality, benefits, and suitability for their needs (H2). Positive Consumer Perception regarding a brand's benefits, credibility, and suitability is expected to strengthen purchase decisions (H3). Green practices that are perceived as valuable and credible are expected to directly drive purchase decisions (H4), and a strong brand image is also expected to directly reinforce purchase decisions (H5). Since purchase decisions are not always automatically formed in response to marketing stimuli, consumer perception is expected to mediate the effects of green marketing (H6) and brand image (H7) on purchase decisions. The seven hypotheses are as follows:

H1: Green Marketing has a positive and significant effect on Consumer Perception. H2: Brand Image has a positive and significant effect on Consumer Perception.

H3: Consumer Perception has a positive and significant effect on Purchase Decision. H4: Green Marketing has a positive and significant effect on Purchase Decision.

H5: Brand Image has a positive and significant effect on Purchase Decision.

H6: Consumer Perception mediates the effect of Green Marketing on Purchase Decisions. H7: Consumer Perception mediates the effect of Brand Image on Purchase Decisions.

Based on this background and hypothesis, this study aims to analyze the influence of green marketing and brand image on consumer perception, the influence of consumer perception on purchase decisions, the direct influence of green marketing and brand image on purchase decisions, and the mediating role of consumer perception among Kopi Kenangan customers in Jakarta. The research findings are expected to provide a theoretical contribution to the study of marketing management and consumer behavior, as well as practical insights for Kopi Kenangan in strengthening its green marketing strategy, brand image management, and the cultivation of a more positive consumer perception.

METHOD

This study employs a quantitative approach using explanatory research because it aims to explain causal relationships among variables through hypothesis testing (Bougie & Sekaran, 2020; Creswell & Creswell, 2023). Data analysis employs Structural Equation Modeling based on Partial Least Squares (SEM-PLS) using the SmartPLS 4 software, as this approach is suitable for predictive models involving latent constructs, mediating variables, and both direct and indirect relationships (Hair et al., 2022).

The study population consisted of Kopi Kenangan consumers in Jakarta who had purchased Kopi Kenangan products and were aware of or had received information regarding the brand's marketing activities. The sample was selected using purposive sampling based on the following criteria: (1) residing in or active in Jakarta; (2) at least 17 years of age; (3) having purchased Kopi Kenangan products at least once in the past six months; (4) being aware of or having received information about Kopi Kenangan's marketing activities; and (5) willing to complete the questionnaire in full. The minimum sample size was calculated using the Lemeshow formula for large or unknown populations (Riyanto & Hatmawan, 2020), namely $n = (Z^2 \times p \times q) / d^2$, where $Z = 1.96$, $p = q = 0.50$, and $d = 0.05$, resulting in $n = 384.16$, rounded

to 385 respondents. This value exceeds the PLS-SEM sample adequacy requirement of five times the number of indicators ($5 \times 32 =$

160 respondents), so the minimum sample size used was 385 respondents (Hair et al., 2022).

Data were collected via an online questionnaire using a five-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree), distributed via Google Forms to Kopi Kenangan customers in Jakarta from July 16–20, 2026. Of the 412 responses received, 11 were excluded for failing to meet the inclusion criteria, leaving 401 responses as the final dataset for descriptive analysis and PLS-SEM. This number exceeded the established minimum sample size. Preliminary data checks revealed no missing data, outliers, or duplicate responses.

The research variables consist of Green Marketing (X1) and Brand Image (X2) as exogenous variables, Consumer Perception (M) as the mediating variable, and Purchase Decision (Y) as the endogenous variable. All constructs were measured reflectively through 32 indicators developed from the dimensions of each variable, as summarized in Table 2.

Table 2. Operational Definitions and Dimensions of Research Variables

Variable	Operational Definition	Dimensions	Number of Items
Green Marketing (X1)	Consumer perceptions of Kopi Kenangan's green marketing practices regarding products, prices, purchase access, and promotional communications.	Green Product; Green Price; Green Place; Green Promotion	8
Brand Image (X2)	Consumer perceptions, impressions, associations, and beliefs regarding the Kopi Kenangan brand.	Brand Identity; Brand Personality; Brand Association; Brand Behavior and Attitude; Brand Competence and Benefit	8
Consumer Perception (M)	The process by which consumers select, organize, and interpret information about Kopi Kenangan.	Personal Factors; Stimulus Factors; Interpretation of Benefits; Perception of Risk and Value	8
Purchase Decision (Y)	The consumer's decision to choose, purchase, and use Kopi Kenangan products.	Meets Needs; Offers Benefits; Appropriateness of the Purchase	8

Source: Adapted from Majeed et al. (2022), Keller & Swaminathan (2020), Solomon (2020), and Kotler et al. (2022).

Data analysis was conducted in three stages. First, evaluation of the measurement model (outer model) to assess convergent validity through outer loadings (≥ 0.70) and Average Variance Extracted (AVE) (≥ 0.50), internal consistency reliability through Cronbach's Alpha and Composite Reliability (≥ 0.70), as well as discriminant validity using the Fornell-Larcker criterion, cross-loadings, and the Heterotrait-Monotrait Ratio (HTMT) (< 0.90) (Hair et al., 2022; Sarstedt et al., 2022). Second, an evaluation of the structural model (inner model) to assess multicollinearity via inner VIF (< 5), the coefficient of determination (R^2), effect size (f^2), predictive relevance (Q^2_{predict} via PLS_{predict}), and model fit via the Standardized Root Mean Square Residual (SRMR) (< 0.08). Third, hypothesis testing was conducted using the bootstrapping procedure at a 5 percent significance level, with the hypothesis accepted if the

direction of the coefficient was consistent and the t-statistic value was ≥ 1.96 and the p-value was < 0.05 (Hair et al., 2022).

-mediation testing was conducted using the specific indirect effect, with the type of mediation determined by the pattern of significance of the direct and indirect effects on each path.

RESULTS AND DISCUSSION

Respondent Characteristics

The questionnaire was distributed online and yielded 412 responses, with 401 responses (97.33%) deemed valid for analysis after screening based on inclusion criteria. Eleven responses were excluded because the respondents resided outside Jakarta, had not purchased Kopi Kenangan in the past six months, or were unaware of its marketing activities. The demographic characteristics and purchasing behavior of the 401 respondents are presented in Table 3.

Table 3. Respondent Characteristics (n = 401)

Characteristics	Category	f	%
Gender	Female	218	54.36
	Male	183	45.64
Age	17–25 years	119	29.68
	26–35 years	167	41.65
	36–45 years	70	17.46
	46–55 years	33	8.23
	> 55 years old	12	2.99
Purchase frequency/6 months	1–2 times	80	19.95
	3–5 times	158	39.40
	6–10 times	98	24.44
	> 10 times	65	16.21
Primary purchasing channel	Direct retail stores	138	34.41
	Kopi Kenangan App	76	18.95
	GoFood/GrabFood/ShopeeFood	187	46.64

Source: Research data, 2026 (processed).

In terms of education, occupation, region, and income, respondents were predominantly college graduates (43.64%), private-sector employees (36.41%), residents of South Jakarta (27.43%), with monthly expenditures of Rp5–10 million (34.91%). A total of 68.83 percent of respondents have been familiar with Kopi Kenangan for more than two years, and 66.34 percent made their most recent purchase within the last thirty days; thus, respondents' assessments of the product and brand experience are relatively up-to-date and representative for measuring perceptions and purchasing decisions.

Description of Research Variables

Descriptive analysis used the following intervals: 1.00–1.80 (very low), 1.81–2.60 (low), 2.61–3.40 (moderate), 3.41–4.20 (high), and 4.21–5.00 (very high). Table 4 shows that all four research variables fall into the “high” category.

Table 4. Descriptive Statistics of Research Variables

Variable	Mean	Category
Green Marketing (X1)	3.740	High
Brand Image (X2)	3,788	High
Consumer Perception (M)	3,778	High
Purchase Decision (Y)	3.792	High

Source: Research data, 2026 (processed).

In Green Marketing, the indicators for ease of understanding and trusting green promotional messages received the highest average (3.840), while ease of digital services received the lowest average (3.611). In Brand Image, brand benefits that meet needs received the highest average (3.905), while service consistency and brand attitude received the lowest average (3.661). In Consumer Perception, previous experience received the highest average (3.903), while alignment with coffee-purchasing needs received the lowest average (3.621). In the Purchase Decision category, ease of finding the product received the highest average score (3.915), while purchasing based on suitability to needs received the lowest average score (3.608). This pattern indicates that the relative strengths of the four variables lie in the aspects of communication, brand benefits, experience, and ease of access, while the aspects of price/need suitability and service consistency are areas that relatively need to be strengthened.

Evaluation of the Measurement Model (Outer Model)

The PLS-SEM model consists of four reflective constructs and 32 indicators. The results of the PLS algorithm show that the outer loadings of all indicators range from 0.711 to 0.864, exceeding the minimum threshold of 0.70; therefore, no indicators were eliminated. Table 5 summarizes the results of convergent validity and internal consistency reliability for each construct.

Table 5. Convergent Validity and Construct Reliability

Construct	Outer Loading Range	AVE	Cronbach's Alpha	rho_A	Composite Reliability	Decision
Green Marketing	0.711–0.816	0.588	0.900	0.906	0.919	Meets
Brand Image	0.745–0.852	0.642	0.920	0.921	0.935	Meets
Consumer Perception	0.728–0.829	0.626	0.915	0.916	0.931	Meets
Purchase Decision	0.737–0.864	0.638	0.918	0.920	0.934	Meets

Source: SmartPLS 4 output, 2026 (processed).

All AVE values are above 0.50, and all Cronbach's Alpha, rho_A, and Composite Reliability values are above 0.70 without exceeding 0.95, thus fulfilling the criteria for

convergent validity and construct reliability. Discriminant validity was assessed using the Heterotrait-Monotrait Ratio (HTMT), with all values below 0.90 and the highest value observed in the relationship between Consumer Perception and Purchase Decision at 0.742. The Fornell-Larcker criteria also support these results because the square root of the AVE for each construct (0.767–0.801) is higher than the interconstruct correlations, and each indicator has the highest loading on its own construct. Thus, the measurement model is deemed valid and reliable.

Structural Model Evaluation (Inner Model)

The inner VIF values range from 1.177 to 1.611, well below the 5.00 threshold, indicating no multicollinearity issues among the predictors. The coefficient of determination, effect sizes, and predictive relevance of the model are summarized in Table 6.

Table 6. Coefficient of Determination (R^2) and Predictive Relevance (Q^2_{predict})

Endogenous Constructs	R^2	Adjusted R^2	Q^2_{predict}	Interpretation
Consumer Perception	0.359	0.356	0.350	between weak and moderate
Purchase Decision	0.500	0.496	0.307	Moderate

Source: SmartPLS 4 output, 2026 (processed).

The model explains 35.9 percent of the variation in Consumer Perception and 50.0 percent of the variation in Purchase Decision. Both Q^2_{predict} values are greater than zero, and the PLS model's RMSE is lower than that of the linear benchmark across all indicators, indicating that the model has predictive relevance. The CVPAT results yielded a negative and statistically significant ($p < 0.001$) average loss difference for both endogenous constructs, reinforcing the model's out-of-sample predictive ability. The overall model fit is also considered good, with an SRMR value of 0.037 (< 0.08) and an NFI of 0.931.

Effect sizes (f^2) indicate that Brand Image has a large effect on Consumer Perception (0.368) and that Consumer Perception has a large effect on Purchase Decision (0.369), making them the two primary drivers of the model. Conversely, Green Marketing has a small effect on Consumer Perception (0.029) and a negligible effect on Purchase Decision (0.002), while Brand Image has a small direct effect on Purchase Decision (0.062). This pattern suggests that the statistical significance of a path must be interpreted in conjunction with its practical importance.

Hypothesis Testing

Hypothesis testing was conducted using the bootstrapping procedure at a 5 percent significance level. The results of the direct and indirect (mediation) effect tests are summarized in Table 7, and a visualization of the bootstrapping results is presented in Figure 2.

Table 7. Hypothesis Testing Results

Hyp.	Path	Coeff.	t-stat.	p-value	Decision
H1	Green Marketing → Consumer Perception	0.147	3.316	0.001	Accepted
H2	Brand Image → Consumer Perception	0.527	12.935	< 0.001	Accepted
H3	Consumer Perception → Purchase Decision	0.537	12.315	< 0.001	Accepted
H4	Green Marketing → Purchase Decision	0.035	0.905	0.365	Rejected

H5	Brand Image → Purchase Decision	0.224	5.222	< 0.001	Accepted
H6	Green Marketing → Consumer Perception → Purchase Decision	0.079	3.238	0.001	Accepted
H7	Brand Image → Consumer Perception → Purchase Decision	0.283	8.583	< 0.001	Accepted

Source: SmartPLS 4 output, 2026 (processed). Hyp. = Hypothesis; Coef. = Path coefficient.

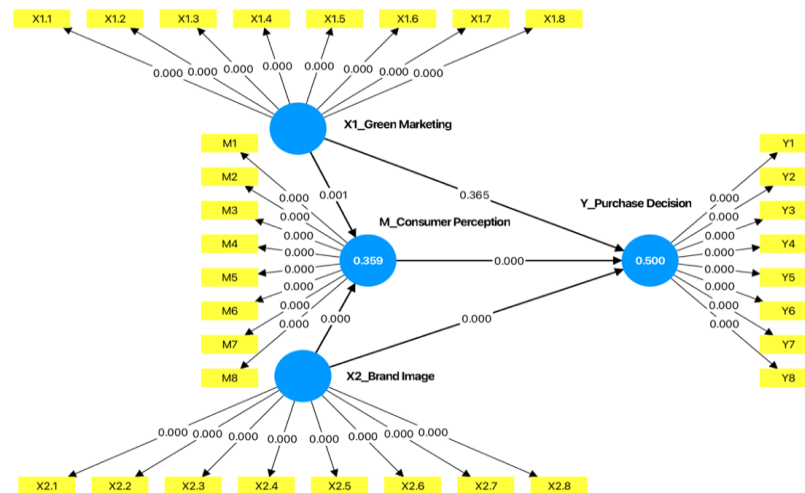


Figure 2. Bootstrapping Results of the Research Model (SmartPLS 4 Output)

Six of the seven hypotheses were accepted, and one hypothesis was rejected. The direct path with the largest coefficient was Consumer Perception on Purchase Decision (0.537), followed by Brand Image on Consumer Perception (0.527). The path from Green Marketing to Purchase Decision was the only direct effect that was not significant (H4 rejected). In the mediation test, the indirect effect of Green Marketing on Purchase Decision via Consumer Perception was significant (0.079; $p = 0.001$), while the direct effect was not significant; thus, the resulting pattern was indirect-only mediation (full mediation). The indirect effect of Brand Image on Purchase Decision through Consumer Perception was also significant (0.283; $p < 0.001$), and since its direct effect remained significant in the same direction, the resulting pattern was complementary mediation (partial complementary mediation). The total effect of Green Marketing on Purchase Decision was 0.114 ($p = 0.011$), and the total effect of Brand Image on Purchase Decision was 0.507 ($p < 0.001$).

Discussion

Green Marketing has a positive and significant effect on Consumer Perception (H1 accepted), consistent with Nekmahmud and Farkas (2020), who demonstrated the role of green product benefits in shaping green purchasing tendencies, as well as Majeed et al. (2022) and Correia et al. (2023), who emphasized the role of green marketing communication in shaping consumer beliefs and perceptions. However, the coefficient of influence is relatively small ($\beta = 0.147$; $f^2 = 0.029$), which aligns with the descriptive findings that digital services and the alignment of price with environmental benefits received relatively low ratings. Within the framework of Stimulus-Organism-Response Theory, green marketing functions as a stimulus that has not yet become the primary driver in shaping consumer perceptions of Kopi Kenangan;

therefore, green communication needs to be accompanied by more concrete and measurable evidence.

Brand Image has a positive and significant effect on Consumer Perception with a much larger coefficient ($\beta = 0.527$; $f^2 = 0.368$; H2 accepted), consistent with Keller and Swaminathan (2020), who explain that brand image is formed through strong, beneficial, and unique associations, as well as Efendioğlu et al. (2022), who demonstrated the influence of brand name and reliability on consumer evaluations. These findings indicate that the brand's identity, experiences, and benefits—which consumers have directly experienced—serve as stronger stimuli compared to environmental programs; therefore, strengthening brand image and ensuring service consistency across outlets should be a priority.

Consumer Perception has a positive and significant effect on Purchase Decision with the largest coefficient in the model ($\beta = 0.537$; $f^2 = 0.369$; H3 accepted), confirming that consumer perception is the primary psychological mechanism bridging marketing stimuli and purchase decisions, as explained by Solomon (2020) and supported by Reddy et al. (2023). Conversely, Green Marketing does not have a significant direct effect on Purchase Decision ($\beta = 0.035$; $p = 0.365$; H4 rejected), indicating an attitude-behavior gap between consumers' support for environmental issues and their actual purchasing behavior, consistent with Szabo and Webster's (2021) warning regarding perceptions of greenwashing. Nevertheless, the total effect of Green Marketing on Purchase Decision remains positive and significant (0.114) after accounting for the pathway through Consumer Perception, which reinforces the pattern observed in Majeed et al. (2022) that green marketing operates through psychological mechanisms and brand image before driving purchase decisions.

Brand Image has a positive and significant effect on Purchase Decision both directly ($\beta = 0.224$; H5 accepted) and through Consumer Perception ($\beta = 0.283$; H7 accepted), with a complementary mediation pattern indicating that brand image operates through two channels simultaneously: directly facilitating consumer choice and shaping evaluations of a product's quality, benefits, and risks. The total effect of Brand Image on Purchase Decision reached 0.507, confirming the central role of Brand Image in this model, consistent with Efendioğlu et al. (2022). Meanwhile, Consumer Perception fully mediates (indirect-only mediation) the effect of Green Marketing on Purchase Decision ($\beta = 0.079$; H6 accepted), meaning that Kopi Kenangan's green practices only influence purchase decisions after consumers interpret them as assessments of benefits, credibility, and value alignment.

Overall, the research results support the Stimulus-Organism-Response Theory, as Green Marketing and Brand Image act as stimuli, Consumer Perception as an internal process (organism), and Purchase Decision as a behavioral response. The Theory of Planned Behavior serves only as an additional framework because the constructs of attitude, subjective norm, and behavioral control were not explicitly measured. , these findings suggest that the success of Kopi Kenangan's green marketing program should not be judged solely by a direct increase in transactions, but rather by its ability to shape consumer perceptions regarding the program's benefits and credibility, while strengthening brand image and ensuring consistent customer experiences remain the primary drivers of increased purchase decisions.

CONCLUSION

This study concludes that the purchase decisions of Kopi Kenangan consumers in Jakarta are explained by a combination of Brand Image, Consumer Perception, and Green Marketing, which operate through distinct mechanisms. Green Marketing and Brand Image were found to have a positive and significant influence on Consumer Perception, with Brand Image ($\beta =$

0.527) serving as a far stronger stimulus than Green Marketing ($\beta = 0.147$). Consumer Perception was found to have a positive and significant effect on Purchase Decision ($\beta = 0.537$) and served as the strongest direct predictor in the model. Brand Image has a positive and significant effect on Purchase Decision both directly ($\beta = 0.224$) and through Consumer Perception ($\beta = 0.283$; complementary mediation), whereas Green Marketing does not have a significant direct effect on Purchase Decision ($\beta = 0.035$; $p =$

0.365) and only has an indirect effect through Consumer Perception ($\beta = 0.079$; indirect-only mediation). The research model explains 35.9 percent of the variance in Consumer Perception and 50.0 percent of the variance in Purchase Decision, with good predictive relevance and model fit.

Based on these findings, Kopi Kenangan's management is advised to clearly communicate concrete and measurable evidence of eco-friendly practices on packaging, the app, and social media; link pricing to the sustainability benefits perceived by consumers, for example through incentives for reusable container users; improve service consistency across outlets and channels, as this indicator received a relatively low rating in Brand Image; and translate the brand image into evidence of actual experiences consistent with marketing messages. Consumer Perception is recommended as a leading indicator through brief post-transaction pulse surveys to monitor the effectiveness of marketing strategies before it becomes apparent in sales data.

For future research, it is recommended to use probability sampling or a more controlled quota sample, expand the geographic scope to the Greater Jakarta area (Jabodetabek), develop a longitudinal or experimental design to test changes in perception over time, and include variables such as perceived value and customer experience, given that

50.0 percent of the variation in Purchase Decision is still explained by factors outside the model. This study has limitations, including its cross-sectional design, a relatively short data collection period, the use of nonprobability sampling techniques, potential common method bias in self-reported data, and a sample scope limited to a single brand and a single region; therefore, the results should be generalized with caution.

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