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The Influence of Green Product Awareness and Perceived Benefit on Green Purchase Intention with Green Attitude as Mediating Variable (Case Study: Fore Coffee Customers in Yogyakarta)

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Abstract: This study aims to analyze the influence of green product awareness and perceived benefit on green purchase intention, with green attitude as a mediating variable, among Fore Coffee customers in Yogyakarta. This study uses a quantitative approach with 120 respondents and data analysis techniques using SPSS. The results of the study indicate that green product awareness and perceived benefits have a positive and significant effect on green purchase intention. Additionally, green product awareness and perceived benefits also have a positive and significant effect on green attitude. However, green attitude does not have a significant effect on green purchase intention.

Keywords: green product awareness, perceived benefit, green attitude, green purchase intention.

INTRODUCTION

In today's era of globalization, environmental sustainability has become an increasingly important issue. However, individual awareness of the urgency of environmental conservation remains relatively low (Yulianto, 2024). One of the largest contributors to waste comes from the increasing number of coffee shops in Indonesia, most of which still use single-use plastic containers. This phenomenon not only causes environmental problems but also presents opportunities for companies to adopt more environmentally friendly business practices.

One approach that can be implemented is green marketing, which is a marketing strategy that considers environmental impacts in all business activities. The increasing threat of natural disasters and climate change has driven business trends, including the coffee industry, to shift toward the concept of green products, which are designed to reduce negative impacts on the environment (Hanifah et al., 2019). Modern consumers are now more concerned about sustainability aspects, so companies that adopt environmentally friendly principles have a higher competitive advantage (Amalia et al., 2024).

Fore Coffee is one of the coffee brands that has integrated sustainability values into its operations. Since its establishment in August 2018 by Robin Boe, Fore Coffee has expanded to over 200 outlets across various cities in Indonesia, including Yogyakarta (Amalia et al., 2024). The company implements various environmentally friendly initiatives, such as the use of sustainable packaging materials and environmentally conscious promotional campaigns.

However, data shows that consumer purchase intention toward Fore Coffee is still lower compared to its competitors, such as Kopi Kenangan (Trends, 2024). This indicates that the environmentally friendly strategies implemented have not fully driven consumer purchase intentions. Purchase intention is an important indicator of consumer behavior, influenced by various factors, such as perceived product benefits, value alignment, and environmental awareness (Madahi & Sukati, 2020).

Some variables that influence the purchase intention of environmentally friendly products include green product awareness, perceived benefit, and green attitude. Green product awareness reflects the level of consumer understanding of products that support environmental conservation (Hernizar et al., 2020). Perceived benefit refers to consumers' perceptions of the benefits obtained from using the product, such as contributions to environmental conservation and health (Saufi, 2018; Sanjaya, 2024). Meanwhile, green attitude describes consumers' attitudes formed based on rational evaluations of the values and impacts of environmentally friendly products (Vania & Ruslim, 2023).

METHOD

Data collection was conducted online using Google Forms from May 2025 until completion. The sampling technique used in this study was non-probability sampling, specifically the purposive sampling method. This technique was chosen because the researcher believed that the necessary information could be obtained from specific target groups that met certain criteria relevant to the research objectives (Wijayanti, 2015). According to the criteria set, the sample was selected based on the following:

1. Consumers born between 1997 and 2012.
2. Have made at least one purchase of Fore Coffee products.

The population for this study consisted of all Fore Coffee customers in Yogyakarta. Based on data from Fore Coffee's official Instagram account, the number of followers reached 285,000 (Coffee, 2024). The sample size for this study was determined using Hair et al.'s (2014) guidelines, which suggest that the number of indicators can be multiplied by 5 to 10 to determine an appropriate sample size. This study used 12 indicators, which, when multiplied by 10, resulted in a total sample of 120 respondents who are customers of Fore Coffee.

RESULTS AND DISCUSSION

Validity Test

Tabel 1. validity test result

Variabel	Item	R value	R table	Descriptions
Green Product Awareness (X1)	X1.1	0.787	0.150	Valid
	X1.2	0.792	0.150	Valid
	X1.3	0.833	0.150	Valid
Perceived Benefit (X2)	X2.1	0.866	0.150	Valid
	X2.2	0.835	0.150	Valid
	X2.3	0.800	0.150	Valid
Green Attitude (Z)	Z1.1	0.849	0.150	Valid

	Z1.2	0.840	0.150	Valid
	Z1.3	0.792	0.150	Valid
Green Purchase Intention (Y)	Y1.1	0.894	0.150	Valid
	Y1.2	0.883	0.150	Valid
	Y1.3	0.851	0.150	Valid

Source: Primary data, 2025

Based on the validity test, the calculated r-values for the variables green product awareness, perceived benefit, green attitude, and green purchase intention were all greater than the r-table value of 0.150 (df=118). Therefore, the statements in this research questionnaire are deemed "valid" making these variables suitable for data collection.

Reliability Test

Tabel 2. Reliability test result

Variabel	Cronbach's Alpha	Keterangan
Green Product Awareness	0.752	Reliabel
Perceived Benefit	0.781	Reliabel
Green Attitude	0.766	Reliabel
Green Purchase Intention	0.848	Reliabel

Source: Primary data, 2025

The reliability test results, with an alpha value greater than 0.6 in this study, indicate that the instrument used in this research is reliable.

Classic Assumption Test

Normality Test

Equation 1

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			120
Normal Parameters[a,b]	Mean		,0000000
	Std. Deviation		1,08741042
Most Extreme Differences	Absolute		,117
	Positive		,117
	Negative		-,106
Test Statistic			,117
Asymp. Sig. (2-tailed)			,000[c]
Monte Carlo Sig. (2-tailed)	Sig.		,067[d]
	99% Confidence Interval	Lower Bound	,060
		Upper Bound	,073

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Based on 10000 sampled tables with starting seed 2000000.

Source: Primary data, 2025

The results of the Kolmogorov-Smirnov normality test using the Monte Carlo method show that the Monte Carlo Sig. (2-tailed) value is 0.67 > 0.05. Therefore, it can be concluded that the data are normally distributed.

Equation 2

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			120
Normal Parameters[a,b]	Mean		,0000000
	Std. Deviation		1,38071398
Most Extreme Differences	Absolute		,110
	Positive		,110
	Negative		-,097
Test Statistic			,110
Asymp. Sig. (2-tailed)			,001[c]
Monte Carlo Sig. (2-tailed)	Sig.		,103[d]
	99% Confidence Interval	Lower Bound	,095
		Upper Bound	,111

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Based on 10000 sampled tables with starting seed 299883525.

Source: Primary data, 2025

The results of the Kolmogorov-Smirnov normality test using the Monte Carlo method show that the Monte Carlo Sig. (2-tailed) value is 0.103 > 0.05. Therefore, it can be concluded that the data are normally distributed.

Multicollinearity Test

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Green Product Awareness	,360	2,780
	Perceived Benefit	,201	4,981
	Green Attitude	,241	4,145

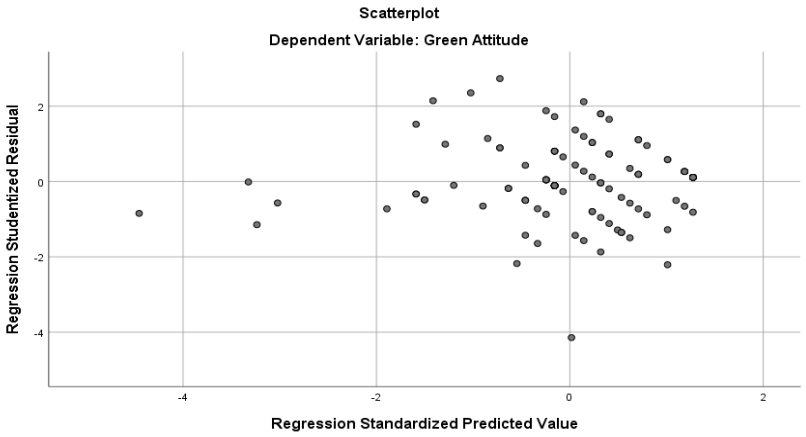
a. Dependent Variable: Green Purchase Intention

Source: Primary data, 2025

The multicollinearity test results show a VIF value of less than 10 with a tolerance value greater than 0.1. This means that the VIF value for each variable in this study meets the criteria, as the VIF value is less than 10 and the tolerance value is > 0.1. Thus, it can be concluded that there is no multicollinearity between the variables green product awareness(X1), perceived benefit (X2**)**, green attitude (Z).

Heteroscedasticity Test

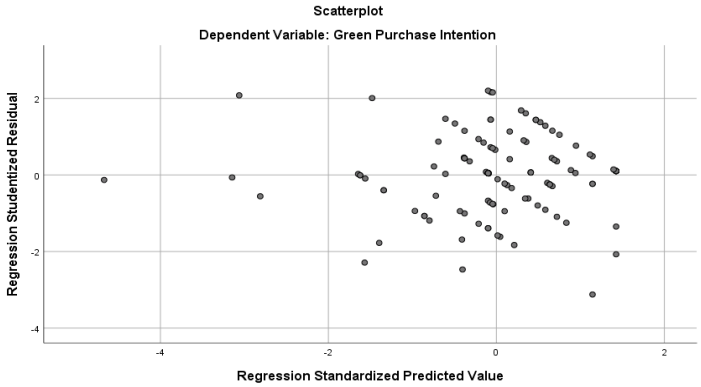
Equation 1



Source: Primary data, 2025

In the scatterplot, the points are spread across the X and Y axes around the value of 0 and do not form any specific pattern. Therefore, it can be concluded that there is no heteroscedasticity in Equation 1.

Equation 2



Source: Primary data, 2025

In the scatterplot, the points are spread across the X and Y axes around the value of 0 and do not form any specific pattern. Therefore, it can be concluded that there is no heteroscedasticity in Equation 2.

Linear Regression Test

Equation 1

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1,073	,629		1,706	,091
	Green Product Awareness	,169	,082	,153	2,062	,041
	Perceived Benefit	,751	,075	,745	10,013	,000

a. Dependent Variable: *Green Attitude*

Source: Primary data, 2025

Z = 0.153(X1) + 0.745(X2)

1. The Green Product Awareness variable coefficient is 0.153, indicating that Green Product Awareness has a positive (direct) effect on Green Purchase Intention. In other words, the greater the Green Product Awareness towards Green Purchase Intention, the greater the intention to purchase. The significance value of 0.041 (< 0.05) indicates that this effect is statistically significant.
2. The perceived benefit variable coefficient is 0.745, which indicates that perceived benefit has a positive (direct) effect on purchase intention. In other words, the greater the perceived benefit towards Green Purchase Intention, the greater the intention to buy. A significance value of 0.000 (< 0.05) indicates that this effect is statistically significant.

Equation 2

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	,238	,812		,294	,770
	Green Product Awareness	,539	,107	,457	5,059	,000
	Perceived Benefit	,378	,130	,351	2,897	,005
	Green Attitude	,058	,118	,054	,492	,624

a. Dependent Variable: Green Purchase Intention

Source: Primary data, 2025

Y = 0.457(X1) + 0.351(X2) + 0.054(X3)

1. The Green Product Awareness variable coefficient is 0.475, indicating that Green Product Awareness has a positive (direct) effect on Green Purchase Intention. In other words, the greater the Green Product Awareness toward Green Purchase Intention, the greater the decision to purchase. The significance value of 0.000 (< 0.05) indicates that the effect is statistically significant.
2. The coefficient of the Perceived Benefit variable is 0.351, indicating that Perceived Benefit has a positive (direct) influence on Green Purchase Intention. In other words, the greater the Perceived Benefit toward Green Purchase Intention, the greater the decision to purchase. The significance value of 0.005 (< 0.05) indicates that this influence is statistically significant.
3. The Green Attitude variable coefficient is 0.054, which indicates that Green Attitude has a positive (direct) effect on Green Purchase Intention. In other words, the greater the Green Attitude towards Green Purchase Intention, the greater the decision to buy. However, the significance value of 0.624 (>0.05) indicates that this effect is not statistically significant.

Hypothesis Test

F Test

Equation 1

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	442,612	2	221,306	184,012	,000[b]
	Residual	140,713	117	1,203		
	Total	583,325	119			

a. Dependent Variable: Green Attitude

b. Predictors: (Constant), Perceived Benefit, Green Product Awareness

Sumber: Data Diolah (Output SPSS 25) 2024

Source: Primary data, 2025

The results of the ANOVA table show that the calculated F value is 184.012, while the F table value at degrees of freedom df1 = k (number of independent variables) = 2 and df2 = n – k – 1 = (120 – 2 – 1) = 11 is 3.07 (the F table value for α = 0.05). The calculated F value is greater than the table F value (184.012 > 3.07). In addition, the significance value (Sig.) is 0.000, which is less than 0.05. Thus, it can be concluded that Green Product Awareness and Perceived Benefit simultaneously have a significant effect on the Green Attitude variable.

Equation 2

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	438,267	3	146,089	74,700	,000[b]
	Residual	226,858	116	1,956		
	Total	665,125	119			

a. Dependent Variable: Green Purchase Intention

b. Predictors: (Constant), Green Attitude, Green Product Awareness, Perceived Benefit

Sumber: Data Diolah (Output SPSS 25) 2024

Source: Primary data, 2025

The results of the ANOVA table show that the calculated F value is 74.700, while the F table value at degrees of freedom df1 = k (number of independent variables) = 3 and df2 = n – k – 1 = (120 – 3 – 1) = 116 is 2.68 (the F table value for α = 0.05). The calculated F value is greater than the table F value (74.700 > 2.68). Additionally, the significance value (Sig.) of 0.000 is less than 0.05. Thus, the F test indicates that the variables Green Product Awareness, Perceived Benefit, and Green Attitude simultaneously have a significant effect on Green Purchase Intention.

T Test

Equation 1

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,073	,629		1,706	,091
	Green Product Awareness	,169	,082	,153	2,062	,041
	Perceived Benefit	,751	,075	,745	10,013	,000

a. Dependent Variable: Green Attitude

Source: Primary data, 2025

Equation 2

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,238	,812		,294	,770
	Green Product Awareness	,539	,107	,457	5,059	,000
	Perceived Benefit	,378	,130	,351	2,897	,005
	Green Attitude	,058	,118	,054	,492	,624

a. Dependent Variable: Green Purchase Intention

Source: Primary data, 2025

1. Green Product Awareness on Green Purchase Intention
   Based on the results in the Coefficients table, the Green Product Awareness variable has a t-value of 5.059 with a significance value of 0.000. Since the t-value > t-table (5.059 > 1.980) and the significance value < 0.05 (0.000 < 0.05), H_0 is rejected and H_1 is accepted. Thus, it can be concluded that Green Product Awareness has a positive and significant effect on Green Purchase Intention.
2. Perceived Benefit on Green Purchase Intention
   Based on the results in the Coefficients table, the Perceived Benefit variable shows a t-value of 2.897 with a significance value of 0.005. Since the t-value > t-table (2.897 > 1.980) and significance < 0.05 (0.005 < 0.05), H_0 is rejected and H_1 is accepted. Thus, it can be concluded that Perceived Benefit has a positive and significant effect on Green Purchase Intention.
3. Green Product Awareness on Green Attitude
   Based on the results in the Coefficients Table, the Green Product Awareness variable has a t-value of 2.062 with a significance level of 0.041. Since the t-value is greater than the

critical t-value (2.062 > 1.980) and the significance level is less than 0.05 (0.041 < 0.05), H_0 is rejected and H_1 is accepted. Thus, it can be concluded that Green Product Awareness has a positive and significant effect on Green Attitude.

4. Perceived Benefit on Green Attitude
   Based on the results in the Coefficients Table, the Perceived Benefit variable shows a t-value of 10.013 with a significance value of 0.000. Since the t-value is greater than the t-table value (10.013 > 1.980) and the significance is less than 0.05 (0.000 < 0.05), H_0 is rejected and H_1 is accepted. Thus, it can be concluded that Perceived Benefit has a positive and significant effect on Green Attitude.
5. Green attitude on Green Purchase Intention
   Based on the results in the Coefficients table, the Green Attitude variable has a t-value of 0.492 with a significance value of 0.624. Since the t-value is less than the critical t-value (0.492 < 1.980) and the significance is greater than 0.05 (0.624 > 0.05), H_0 is accepted and H_1 is rejected. Thus, it can be concluded that Green Attitude does not have a significant effect on Green Purchase Intention.

Coefficient of Determination (Adjusted R2)

Equation 1

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,871[a]	,759	,755	1,097	1,966

a. Predictors: (Constant), Perceived Benefit, Green Product Awareness

b. Dependent Variable: Green Attitude

Source: Primary data, 2025

Based on the Model Summary Table above, it can be seen that the adjusted coefficient of determination (Adjusted R^2) in this study is 0.755. This value indicates that the independent variables, namely Green Product Awareness (GPA) and Perceived Benefit (PB), influence Green Attitude (GA) by 75.5%. This means that 75.5% of the variation in Green Attitude can be explained by these two independent variables, while the remaining 24.5% is influenced by other factors not examined in this study.

Equation 2

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Wat
1	,812[a]	,659	,650	1,398	2,163

a. Predictors: (Constant), Green Attitude, Green Product Awareness, Perceived Benefit

b. Dependent Variable: Green Purchase Intention

Source: Primary data, 2025

Based on the Model Summary Table above, it can be seen that the adjusted coefficient of determination (Adjusted R^2) in this study is 0.650. This value indicates that the independent variables, namely Green Product Awareness (GPA), Perceived Benefit (PB), and Green

Attitude (GA), influence Green Purchase Intention (GPI) by 65.0%. This means that 65.0% of the variation in Green Purchase Intention can be explained by these three independent variables, while the remaining 35.0% is influenced by other factors not examined in this study.

Sobel Test

Green Product Awareness → Green Attitude → Green Purchase Intention

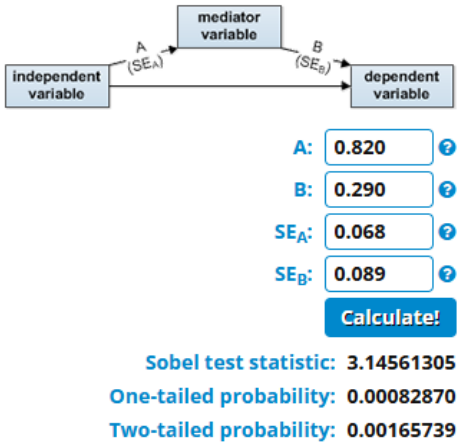


Figure 2. Sobel Test Results

From the results of the Sobel Test above, a two-tailed probability value of 0.00165739 was obtained, which means < 0.05, and a Sobel test value of 3.14561305, which means > 1.96. Therefore, it can be concluded that the influence of Green Product Awareness on Green Purchase Intention through Green Attitude is significant. Thus, the indirect effect of Green Product Awareness (X1) on Green Purchase Intention (Y) through Green Attitude (Z) is accepted. This means that Green Product Awareness not only has a direct effect on Green Purchase Intention but also has an indirect effect through Green Attitude as a significant intervening variable.

Perceived Benefit → Green Attitude → Green Purchase Intention

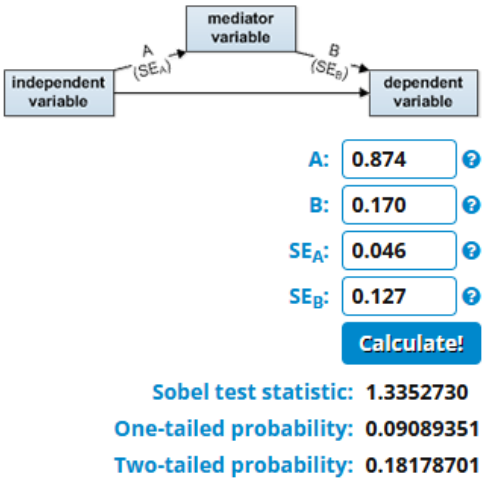


Figure 3. Sobel Test Results

From the results of the Sobel Test above, a two-tailed probability value of 0.18178701 was obtained, which means > 0.05, and a Sobel test value of 1.3352730, which means < 1.96. Therefore, it can be concluded that the effect of Perceived Benefit on Green Purchase Intention through Green Attitude is not significant. Thus, the indirect effect of Perceived Benefit (X1) on Green Purchase Intention (Y) through Green Attitude (Z) as an intervening variable is

rejected. This means that, in this model, Perceived Benefit does not have a significant indirect effect on Green Purchase Intention through Green Attitude.

Discussion

The Effect of Green Product Awareness on Green Purchase Intention

The results of the study conducted on hypothesis 1 state that Green Product Awareness has a positive and significant effect on Green Purchase Intention. This can be seen through the regression results of the calculated t-value (5.059) > the table t-value (1.980) with a significance value of 0.000 < 0.05. These findings are supported by Nurdin & Aprilia (2024), Hernizar et al. (2020), and Ansu-Mensah (2021), who also found that green product awareness positively influences green purchase intention.

The effect of Perceived Benefit on Green Product Intention

The results of the study conducted on hypothesis 2 state that perceived benefit has a positive and significant effect on green purchase intention. This can be seen through the regression value t count (2.897) > t table (1.980) with a significant value of 0.005 < 0.05.. These findings are supported by studies from Zhuang et al. (2021) and Zhao et al. (2020), which also found that perceived benefit positively influences green purchase intention.

The effect of Green Product Awarenes on Green Attitude

The results of the study conducted on hypothesis 3 state that Green Product Awareness has a positive and significant effect on Green Attitude. This can be seen through the regression results of the calculated t-value (2.062) > the table t-value (1.980) with a significance value of 0.041 < 0.05. These findings are supported by Maziriri et al. (2023) and Rahmasari (2024), who found that green product awareness positively influences green attitude.

The effect of Perceived Benefit on Green Attitude

The results of the study conducted on hypothesis 4 state that perceived benefits have a positive and significant effect on green attitudes. This can be seen through the regression results of the calculated t-value (10.013) > the table t-value (1.980) with a significance value of 0.000 < 0.05. These findings are supported by studies from Rahmasari (2024) and Maziriri et al. (2023), which found that perceived benefit positively influences green attitude.

The effect of Green Attitude on Purchase Intention

The results of the study conducted on hypothesis 5 state that green attitude does not have a positive and significant effect on green purchase intention. This can be seen through the regression results of the t-value (0.492) < t-table (1.980) with a significance value of 0.624 > 0.05. These findings are consistent with research by S. Vania (2021), which also showed that green attitude does not have a significant effect on green purchase intention.

CONCLUSION

The results of the study show that **H1 is accepted**, Green Product Awareness has a positive and significant effect on Green Purchase Intention. This shows that the higher the consumer awareness of environmentally friendly products, the higher the consumer intention to purchase Fore Coffee products. **H2 is accepted**, Perceived Benefit has a positive and significant effect on Green Purchase Intention. This shows that the higher the consumer awareness of environmentally friendly products, the higher the consumer intention to purchase Fore Coffee products. **H3 is accepted**, Green Product Awareness has a positive and significant effect on Green Attitude. This shows that the higher the consumer awareness of environmentally friendly products, the more positive the consumer attitude towards

environmental issues. **H4 is accepted**, Perceived Benefit has a positive and significant effect on Green Attitude. This shows that the greater the benefits felt by consumers from environmentally friendly products, the more positive the consumer attitude towards environmental issues. **H5 is rejected**, Green Attitude does not have a positive and significant effect on Green Purchase Intention. This shows that a positive consumer attitude towards environmentally friendly products does not necessarily encourage consumer intention to purchase Fore Coffee environmentally friendly products.

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