

# The Influence of Green Marketing and Price Perception on Brand Image and Its Impact on Purchase Intention

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**Abstract.** The increase in public awareness of environmental issues in recent years has prompted many companies to implement green marketing as part of their marketing strategy. Jago Coffee, as one of the pioneers in the café-on-wheels concept in Indonesia, uses an eco-friendly marketing strategy through collaboration with the environmental organization Bumiterra for forest reforestation in Borneo. The increasingly fierce competition in the coffee industry makes this research necessary to find out how Attitude to Green marketing and price perception affect Jago Coffee's Brand Image, as well as its impact on consumer Purchase Intention. The underlying theory of this research is the Theory of Planned Behavior (TPB). This study uses a quantitative method with survey techniques and involves 170 respondents who were selected through purposive sampling techniques. Data analysis was carried out using Structural Equation Modeling (SEM) to test the relationships between variables. Validity and reliability tests using Cronbach's Alpha and Composite Reliability are used to ensure that the instruments used are valid and reliable. The results of the study show that both Attitude to Green Marketing and Price Perception have a significant effect on Brand Image, and Brand Image has the strongest influence on Purchase Intention. Although these two variables also have a direct effect on Purchase Intention, they become stronger when mediated by Brand Image. Interestingly, Price Perception shows a weaker direct influence on Purchase Intention, indicating that cheap prices alone are not enough to drive purchases in the absence of a strong brand image. This research contributes to the literature by simultaneously examining green marketing strategies and price perceptions in the context of café-on-wheels business models, and highlighting the importance of strengthening brand image as a strategy in increasing consumer purchase intent.

**Keywords:** Green Marketing, Brand Image, Purchase Intent

## INTRODUCTION

In recent years, public awareness of environmental issues has increased, which is marked by the increasing number of environmental care communities that have emerged (Scott, 2023). As in the research of Randi & Nengsih, and Nuraisyah & Nuzil which states that (2023) (2023) consumers are also starting to consider the impact of the products they buy on the environment, and as a result, green marketing is becoming more and more relevant in society. Green marketing is becoming increasingly important to research because this practice not only reflects the company's response to increasing environmental awareness, but also becomes a strategy that is able to build a positive image in the eyes of consumers, as evidenced by research Kurnia et al. (2022).

Green marketing strategies are also used by business actors in the coffee industry to attract the attention of consumers who are increasingly concerned about sustainability issues. One example that has successfully adopted this approach is Stuja Coffee and Fore Coffee, known for their commitment to the use of eco-friendly packaging and the promotion of sustainable lifestyles. The coffee industry itself is an industry that is quite attractive to business actors because in addition to Indonesia being the third largest coffee-producing country in the world, coffee production has also increased from 2017 for five years to reach 794,800 tons in 2022. Not only famous as a producer, Indonesia also set the highest record in the 2020/2021 period which made Indonesia the fifth largest coffee consumer in the world (Indonesia.go.id, 2023) (Mahmudan, 2022). With the high interest in coffee consumption, various innovations in this sector continue to emerge, including the café-on-wheels trend introduced by Jago Coffee as a practical solution to meet people's needs for quality coffee more easily.

Jago Coffee is a company in the coffee sector that implements green marketing in the distribution process of its products using electric carts so that it gives rise to a new trend in the food and beverages industry

in Indonesia by applying the concept of cafe-on-wheels (jagocoffee.com, 2024b). Following in the footsteps of Jago Coffee, various beverage brands also apply the concept of cafe-on-wheels. Some brands that use this concept have even established themselves before Jago Coffee, for example such as Janji Jiwa, Haus!, and Calf, and there are many new brands that have emerged such as Rindumu, Kopi Every Corner Ada, Kopi Pablo, and Kopi Kelana. With more and more new brands emerging, the competition in this industry has become even tighter.

Consumers now have more choices, which demands every brand, including Jago Coffee, to continue to innovate to stay ahead of competitors. As a pioneer in this concept, Jago Coffee has the opportunity to maintain its advantages by strengthening unique and relevant marketing strategies, including by utilizing green marketing strategies.

Through its Instagram post, Jago Coffee collaborates with the Bumiterra organization in the reforestation program in Borneo as one of the green marketing carried out by popularizing #KopiUntukBumi (Jago Coffee [@jagoid], 2024). In addition, the main attraction of Jago Coffee is its very affordable price, starting from Rp 8,000 (eight thousand rupiah) for a glass of coffee. Price is a variable that has a significant role in buying interest. As in research that states that price perception can also affect (jagocoffee.com, 2024a) (Hermawan, 2023; Julia & K, 2023; Safirasuri & Rastyana, 2024; Saputro & Irawati, 2023; Sari et al., 2023) Akhyani (2023) a company's brand image, Jago Coffee's brand image can be formed, one of which is through price perception that is considered affordable by consumers. A good brand image will also encourage consumers to have a buying interest or purchase intention for a product. Thus price perception plays an important role in driving consumer buying interest, especially in cost-sensitive market segments such as consumers of affordable coffee. Meanwhile, (Febiyati & Aqmal, 2022; Stephen & Loisa, 2021; Ulan et al., 2022) brand image as a mediating variable is important to be explored because of its strategic role in bridging the impact of green marketing and price perception on consumer buying interest.

Research on brand image and price on Jago Coffee's buying interest has been conducted previously by . However, in this study, the focus will be expanded by comparing the role of Safirasuri & Rastyana (2024) green marketing. In addition, brand image is not only seen as the main factor that influences buying interest, but also as an intermediary element that can strengthen the impact of marketing strategies on consumer purchase intent. In addition, the research by explains the relationship between Kurnia et al. (2022) green marketing and purchase intention, where brand image plays a mediation. However, because the research is general and does not focus on one specific brand, the price perception aspect is not discussed in it. On the contrary, this study is more specific, focusing on Jago Coffee, which is a pioneer in the coffee industry, allowing the study of price perception as an additional factor that affects consumer purchase intention.

From the previous presentation, it can be concluded that green marketing can improve brand image by building a positive perception of a brand's environmental concerns. On the other hand, competitive price perception can strengthen brand image by increasing consumer confidence in product quality and value. Brand image then acts as a mediating variable that connects the influence of green marketing and price perception to buying interest. Therefore, this study aims to examine this relationship in the context of Jago Coffee.

Academically, this research will enrich the literature on green marketing by adding price perception as a variable that plays a role in shaping brand image and purchase intention. Practically, the results of this research are expected to be able to help Jago Coffee in understanding the effectiveness of the green marketing strategy implemented. If green marketing is proven to have a significant effect on brand image and buying interest, then Jago Coffee can improve their sustainability communication. In addition, other coffee industries can use these findings as a reference in developing more environmentally friendly marketing strategies.

Theory of Planned Behavior (TPB) is a development of theory of reasoned action (TRA) proposed by Icek Ajzen in 1991 which states that individual decisions have an important role in determining certain behaviors and consist of three main elements, namely; 1) attitude (attitude); 2) Subjective norms (subjective norm); 3) and control of perceived behavior (perceived behavioral control)(Hidayat & Sananta, 2024). The SDGs are considered one of the most effective theories for predicting different forms of behavior, including to explain green-oriented behaviors, or awareness of environmental concerns. Intention (Khoiruman & Harsono, 2023) (intention) is the closest influence on the implementation of behavior. also added that based on the SDGs, the intention to buy green products reflects the extent to which consumers are willing or willing to make a purchase of green products. In this study, (Shukla, 2019) Khoiruman & Harsono (2023) Green Marketing Contribute to the formation of Attitude by creating a positive perception of fire which supports environmental sustainability and also the influence of Subjective norm which reinforces consumers' belief that choosing eco-friendly products is the right and socially acceptable action. Then the perception of price is associated with perceived behavioral control, where prices that are considered affordable will make it easier

to emerge purchase intention. So that the SDG becomes the conceptual basis that explains the relationship of variables in this study.

According to Green marketing, it is a study of the impact of marketing on the environment, as well as how environmental factors can be integrated in various company marketing decisions. Meanwhile, according to Malyan & Duhan (2018) Peattie (2015), green marketing is a term used to describe marketing activities that seek to reduce the negative social and environmental impact of existing products or production systems, as well as promote products or services that are more environmentally friendly. also added that Peattie (2015) green marketing has three stages, namely; 1) Ecological green marketing, which focuses on reducing environmentally harmful products used by the community and focuses on one specific environmental problem; 2) Environmental green marketing, which focuses more on integrating environmental awareness into the company's marketing strategy so as to reduce negative impacts on the environment while tapping into the demand of green consumers and can be an opportunity for competitive advantage for companies to have differentiation; 3) Sustainable marketing, which is a broader approach and seeks to include all costs from production to consumption with the aim of creating a sustainable economy. Furthermore, according to, Rizal & Harsono (2022) green marketing or they also call it environmental marketing, is a promotional strategy carried out by companies to get uses based on claims of environmentally friendly products and sustainable production processes.

With the presentation of green marketing from previous experts, the researcher concluded that green marketing is a marketing strategy that focuses on integrating environmental awareness in various corporate marketing decisions with the aim of reducing negative impacts on the environment, taking advantage of consumer demand that cares about the environment, and creating a competitive advantage through more environmentally friendly products or services, which can be It is carried out through the stages of ecological green marketing, environmental green marketing, and sustainable green marketing. In this study, Jago Coffee will focus more on the environmental green marketing stage, which is the stage where Jago Coffee integrates environmental awareness into its marketing strategy to reduce negative impacts on the environment and create a competitive advantage through differentiation by collaborating with Bumiterra in reforesting forests in Borneo.

According to Kotler in Akhyani (2023), price perception is the amount paid for products and services or the amount of value exchange that consumers benefit from using these products and services. Then it also adds that there are four indicators that characterize prices, namely; 1) Price affordability, which means consumers have a choice for products that they can buy according to the price that the company has set; 2) Price conformity with the quality of products and services, which means that the quality of the product or service that consumers receive needs to be in accordance with the price they spend; 3) Have price competitiveness, which means consumers can compare the product prices of a company with other companies and have competitive prices; 4) Price fit with benefits, which means consumers often compare prices with the benefits they will receive. Kotler & Armstrong (2008)

In addition, the price also conveys the value position that the company wants from its product or brand (Kotler & Keller, 2016). In his book, he states that price perception is related to consumers' understanding of price information as a whole and its deep meaning, where it allows consumers to compare the price of a particular product that has been set with the price or price range that has been formed in their mind for the product. Firmansyah (2018)

Brand image is the public's perception of the company or its product, which serves to strengthen the character and value of the product, convey it uniquely to be different from competitors, and provide emotional strength that encourages buyers to seek more information about the product. According to, (Prasetyo et al., 2022) Clow & Baack (2018) a brand image describes what a company and its products represent, as well as how the company is known in the market. Then according to, Squirting (2021) brand image has three supporting variables, namely; 1) Corporate image, is an association formed in the consumer's mind regarding a company that produces a product or service; 2) User Image is an association produced by consumers to individuals or entities who use a good or service; 3) Product Image is an association formed in the minds of consumers regarding a certain product.

From the previous presentation, the researcher concluded that brand image is a combination of consumer perception of the company, product users, and the product itself that creates emotional added value and distinguishes the brand from competitors in the market.

According to, buying interest is an action that arises as a reaction to a product, which reflects the consumer's desire to buy the product. Meanwhile, according to buying interest, it is a reaction of consumer

behavior that arises from obtaining more information, thus showing the desire to make a purchase. It then states that buying interest reflects the extent of consumer confidence in purchasing a product or service, which serves as a key indicator of actual purchasing behavior after consumers seek information to meet their needs and wants. According to , buying interest can be grouped into three stages as follows; 1) Transactional interest; namely the tendency to buy products; 2) Referential interest; namely the tendency to recommend products to others; 3) Exploratory interests; namely the tendency to always look for information about the product and support the positive nature of the product. Kotler & Keller (2016) Andini & Lestari (2021) Moslehpour et al. (2022) Pahmi (2024)

From the previous presentations of experts, the researcher concluded that buying interest is a reaction of consumer behavior that reflects the desire and belief of consumers to buy a product, which is influenced by the information received, and can be manifested in the form of a tendency to make a purchase, recommend a product, or continue to seek information about the product. and can be manifested in the form of a tendency to make purchases, recommend products, or continue to seek information about the product.

Green marketing is a strategy that aims to meet consumer needs without damaging the environment through environmentally friendly products, production processes, and packaging, thereby forming a positive green brand image in the eyes of consumers, which is ultimately expected to encourage consumer interest in buying green products. The results of the study stated that (Lusianti et al., 2024) Randi & Nengsih (2023) green marketing in one of the drinking water brands has a positive and significant impact on the purchase intention of consumers. Green marketing affects consumers' buying interest because of its environmentally friendly concept, which not only focuses on the company's profits, but also increases concern for the environment so that green marketing products can shape consumer interest in buying. In line with research conducted by , the (Nuraisyah & Nuzil, 2023) Kurnia et al. (2022) attitude to green marketing can partially or significantly affect brand image and also purchase intention.

**H1:** Attitude to green marketing affects Brand image Jago Coffee to consumers in Jakarta.

**H2:** Attitude to green marketing affects purchase intention Jago Coffee to consumers in Jakarta.

According to , price is a consideration for consumers before deciding to buy a product whether the price will be in accordance with consumer expectations or expectations known as Oscar & Ken (2019) perceived price. Brand image is a collection of memories about a brand that is embedded in the minds of consumers, where the consistency of brand use by consumers can strengthen the brand image in a sustainable manner. Research states that price perception can affect a company's (Oscar & Ken, 2019) Akhyani (2023) brand image. The better the perception of price in the eyes of the customer, the better the brand image of the product or company. Price perception also has a direct influence on (Yandi & Widyanto, 2020) purchase intention and has a high indicator. Meanwhile, in the study, price perception was stated to have no significant effect on (Febiyati & Aqmala, 2022; Mirella et al., 2022; Nurtjahjadi & Budianti, 2023) Widitya et al. (2024) purchase intention, in line with research that stated the same thing. Ardiyansyah & Abadi (2023)

**H3 :** Price perception affects Jago Coffee's brand image in consumers in Jakarta.

**H4 :** Price perception affects Jago Coffee's purchase intention for consumers in Jakarta.

A good company certainly has a good image or view in the eyes of the public, so everything that the company does will tend to be considered good. In the study by , it was stated that (Hermawan, 2023) Sikteubun et al. (2022) brand image does not have a significant effect on purchase intention. However, the findings of the study, as well as research by stating that a Stephen & Loisa (2021) Kusuma et al. (2023) positive brand image, will also encourage consumer purchase intention. This is also in line with research and research that Febiyati & Aqmala (2022) Ulan et al. (2022) brand image has a direct effect on purchase intention.

**H5 :** Brand image affects the purchase intention of Jago Coffee consumers in Jakarta.

From the research conducted by , it proves that Kurnia et al. (2022) brand image can be a mediating variable between attitude to green marketing and consumer buying interest. In line with research that states that Wandani & Utami (2023) the attitude to green marketing through brand image will influence purchase decisions, which is the end of the decision-making process by consumers which begins with purchase intention. Price perception can also affect brand image because prices that are too high or too low can affect consumer perception of the quality and value of the brand The results of this (Hernikasari et al., 2022) brand image will also bring good perception to the buying interest (Pramesti & Wardhana, 2022) . Meanwhile, in the study, it was stated that price perception has a significant and positive effect on Digdowiseiso et al. (2022) brand image, but the brand image built has a positive but not significant influence on purchase intention.

- H6 :** Jago Coffee's brand image mediates attitude to green marketing towards purchase intention.  
**H7 :** Jago Coffee's brand image mediates price perception to purchase intention.

### Research Methods

This study will use a quantitative method that aims to test the hypothesis that the researcher has compiled in the previous section. The research technique to be used is a survey method with the distribution of questionnaires Online as well as face-to-face to the population of this study. The sampling techniques used are Non-random purposive sampling. This sampling technique was chosen because the researcher wanted to get respondents who were in accordance with the criteria of the population of this study, namely people in the Jakarta area who already had knowledge about the Jago Coffee brand. To ensure the relevance of the data, the research sample was screened using several predetermined criteria. Respondents who meet the criteria are those who are at least 18 years old, because this age is considered capable of making purchasing decisions independently. In addition, respondents must have heard or know the existence of Jago Coffee, which was asked through a screening question at the beginning of the questionnaire. The respondents' domicile is in the Jakarta area or they often carry out activities in that area, in accordance with the geographical focus of the study. Respondents who have purchased or at least considered buying Jago Coffee products are also a priority to ensure the relevance of the data to purchase intentions. To avoid bias, this study excludes individuals who are directly involved in the management or operation of Jago Coffee by conducting Screening questions at the beginning of the questionnaire. The study will involve 170 samples determined based on the minimum requirement for SEM (Structural Equation Modeling) analysis of the Hair formula, which suggests that a minimum sample size of 5-10 is multiplied by the number of indicator variables studied. So that the number of indicators is 17 indicators multiplied by 10 ( $17 \times 10 = 170$  samples). A maximum number of 10 was chosen so that the research results were more comprehensive, have stronger statistical power, be well represented, and minimize risk Sampling Error, according to the advice J. Hair & Alamer (2022) , that a larger sample size will provide a more robust model estimate. Data collection will be carried out in February 2025 and as many as 170 valid samples have been collected. PLS-Structural Equation Modeling (SEM) will be used to determine the relationship between latent variables as well as the overall research model. PLS-SEM is used because this analysis method is suitable for research involving many variables, research in the field of marketing, and good effectiveness with a relatively small sample size. (Hair et al., 2021)

The validity test will use the loading factor and Average Variance Extracted (AVE), while the reliability test will use Cronbach's Alpha and Composite Reliability (CR). AVE provides an overview of how effective the indicator is in capturing the variation of constructs measured with values above 0.50 to demonstrate good validity and correlation. (Hair et al., 2021) The loading factor indicates how much each indicator contributes to the construct measured with a value above 0.7 as a good indication . (Hair et al., 2010) Cronbach's Alpha is used to evaluate statements that measure a single variable has a correlation with each other. Cronbach's Alpha values range from 0 to 1, where values that generally show above 0.7 indicate that the statements have a fairly strong consistency. CR is also used to account for how strong the relationship between the statements and the variables being measured is. If the CR value is above 0.7, it means that the statements are consistent and can be used in SEM analysis well. The validity of the discriminant will be tested using Fornell Larcker to ensure that the concepts or constructs in the research are quite different from each other. (Hair et al., 2021) (J. F. Hair et al., 2017)

Table 1.1 Indicator Validity and Reliability Test  
**Source:** SmartPLS output, primary data processed (2025)

Code	Indicators	Outer Loading	CA	CR	AVE	R-Square Adjusted
AGM 1	I always pay attention to the environmental impact of the products I use.	0,759	0,878	0,910	0,671	
AGM 2	I tend to choose products that can help reduce the impact of environmental damage.	0,798				

AGM 3	I prefer to choose brands that have a good reputation for taking care of the environment.	0,796				
AGM 4	I am willing to pay more for environmentally friendly products.	0,854				
AGM 5	I prefer brands that contribute to environmental sustainability.	0,881				
PH 1	I always compare the price with the quality of the product I receive.	0,817	0,791	0,877	0,704	
PH 2	I consider the price of the product I want to buy against the price of a similar product in the market.	0,854				
PH 3	I often judge the benefits of a product based on the price I have spend.	0,846				
BI 1	I consider this brand to be reputable in the eyes of consumers.	0,852	0,883	0,915	0,683	0,333
BI 2	I consider this brand to have a well-known reputation for its price.	0,736				
BI 3	I consider this brand to have a good reputation for contributing to environmental sustainability.	0,849				
BI 4	Using this brand makes me feel part of a community that cares about the environment.	0,804				
BI 5	I consider this product to have a positive image and good quality.	0,883				
PI 1	I intend to buy this product.	0,856	0,842	0,90	0,760	0,678
PI 2	I would recommend this product to my friends and family.	0,905				
PI 3	I am interested in finding out other products and services from this brand.	0,853				

To avoid misunderstandings in interpreting the research variables, the researcher formulated the definition of the variables as follows. Attitude to green marketing defined as a consumer's attitude towards efforts Enviromental Green Marketing which is done by Jago Coffee. This attitude can be described as a result of Behavioral beliefs based on strength of belief, in this case it is the consumer's belief in participating contributes to a better environment; and outcome evaluation, in this case is the consumer's confidence in participating with Green Marketing Jago Coffee is an important and positive thing to do. (Ajzen, 2020) Peattie (2001) states that Enviromental Green Marketing has several elements of the relationship between business activities and the environment that are also carried out by Jago Coffee, namely; 1) green consumer, namely the tendency of consumers to reduce the environmental impact of their consumption activities; 2) Competitive Advantage, which is interpreted as the company's advantage in the eyes of consumers because it is better able to protect the environment; 3) Sustainability, which includes the company's commitment to carrying out business practices that not only focus on economic profits, but also contribute to the preservation of natural resources and the well-being of the community. Price perception is a variable defined as consumer perception in viewing the price of Jago Coffee products with similar products. Conform to which was stated by the previous one, namely four price indicators, namely; 1) Price affordability, which means the availability of affordable Jago Coffee products for consumers; 2) Price conformity with the quality of products and services, which means the price conformity of Jago Coffee with the products and services provided; 3) Have price competitiveness, which means that Jago Coffee's price is competitive compared to similar companies; 4) Price compatibility with benefits, which is interpreted as the benefits of Jago Coffee products at a set price. Kotler & Amstrong (2008) Then Brand image is a variable defined as the perception or view of consumers towards fire Jago Coffee by considering three supporting elements, namely Corporate Image, User Imageand Product Image (Bambang, 2021) . While purchase intention is defined as the consumer's purchase intention for Jago Coffee products which is influenced by other variables and has three stages, namely; 1) Transactional

interest; the tendency to buy Jago Coffee products; 2) Referential interest; the tendency to recommend Jago Coffee to others; 3) Exploratory interests; namely the tendency to always look for information related to Jago Coffee. The variables in this study will be measured using a Likert scale with a range of 1-5 which shows the level of disagreement at 1 and the level of agreement at 5. (Pahmi, 2024)

## RESULTS AND DISCUSSION

### The Influence of Attitude to Green Marketing on Brand Image

Attitude to Green Marketing has a significant effect on Brand Image with T-Statistics 3,513 and P-Values 0.000, until H1 is accepted. This is also in line with the research, but this study adds a comparator,



namely the variable of price perception which turns out to have a stronger influence on Brand image. Application Green Marketing that is right by Jago Coffee, can affect the formation of a positive brand image in the minds of consumers. The collaboration between Jago Coffee and Bumiterra shows that Jago Coffee cares about the environment which is not uncommon

Resource: Researcher

Figure 1.4 Comments on Instagram posts of #KopiUntukBumi campaign positive response from consumers. This green marketing strategy can be realized through similar campaigns such as #KopiUntukBumi distributed through social media and also the Jago Coffee application with content uploads, designs, and reports on the development of greening on the website. With these steps, Jago Coffee's brand image can be strengthened and add positive perception among other competitors. However, to compete with more aggressive competitors in green marketing, Jago Coffee needs to continue to communicate its sustainability values to consumers.

### The Effect of Attitude to Green Marketing on Purchase Intention

Attitude to Green Marketing (AGM) proven to have a significant effect on Purchase Intention (PI) with a value T-Statistics 3,468 and P-Values by 0.001, so H2 is accepted. That is, consumer attitudes towards strategies Green Marketing run by Jago Coffee is able to encourage purchase intention. In line with research and showing that AGMs have a positive impact on Nuraisyah & Nuzil (2023) Kurnia et al. (2022) purchase intention. However, previous research had a different context; researching Starbucks which is international and uses physical outlets in rural areas, while Jago Coffee is Nuraisyah & Nuzil (2023) fire Local with a business model Cafe-on-Wheels and respondents in Jakarta. On the other hand, research Sienatra & Evani (2021) who also found a significant influence, using only two main variables without considering other comparative factors such as price perception, as was done in this study.

Strategy Green Marketing run by Jago Coffee, in this case by collaborating with Bumiterra in reforestation in the Borneo forest and campaigning through various channels can increase the buying interest of Jago Coffee consumers. By creating attitude to Green Marketing through indicators such as Green consumer, competitive advantage and Sustainability, Jago Coffee also forms environmentally conscious consumers, differentiates from its competitors, and also contributes to the preservation of natural resources.

According to a First Insight report in , 75% of consumers say they are willing to pay more for eco-friendly products, which means that in theory, AGMs can influence purchasing decisions although in practice, price remains the dominant factor. This can be seen from the case of Fore Coffee which implements Stuart (2024) an aggressive green marketing strategy , as explained in the research but has the main obstacle, namely Romansyah et al. (2024) green pricing which is considered too expensive, so that it actually makes some consumers reluctant to buy. This shows that while it can increase awareness and strengthen brand image,



AGMs do not always lead to increased purchase intention, especially if the price offered is considered too high.

In the context of Jago Coffee, observations during the questionnaire distribution showed that some customers still only knew about the green marketing strategy after being informed, and responded positively. Although not recorded in quantitative data, this reinforces that AGMs play more of a supporting factor that strengthens brand appreciation, rather than as the main factor driving purchases.

These findings are in line with the Theory of Planned Behavior (TPB), specifically the attitude component, which states that positive attitudes towards a behavior increase the likelihood of intention to do so. The more consumers understand Jago Coffee's sustainability strategy, the more likely they are to intend to buy. In addition, the subjective norm aspect also emerges through the narrative that buying Jago Coffee means participating in environmental action, especially with a feature in the application that shows the amount of emissions that consumers have managed to save.

### **The Influence of Price Perception on Brand Image**

The influence of the Price Perception (PH) construct and Brand Image (BI) shows a significant influence on the value of T-Statistics of 4,022 and P-Values by 0.000. The value states that this research is in line with the research and states that the better the price perception, the better the brand image of the product or company. This indicates that H3 is accepted. The difference between this study and the previous research is the geographical difference in sampling and the difference in the focus of the research on literature studies that do not focus on one brand. Akhyani (2023) Yandi & Widyanto (2020) Akhyani (2023) Yandi & Widyanto (2020)

In this study, the price perception in consumers' minds towards Jago Coffee can affect Brand Image Jago Coffee in the eyes of consumers. The price perception construct also has a more significant value than the construct attitude to green marketing. Through the affordable prices offered by Jago Coffee, namely coffee with prices starting from Rp 8,000 (eight thousand rupiah), Jago Coffee has succeeded in making the Perception of Affordable Prices owned by consumers into a strength Brand Image which the company has as a provider of quality coffee at affordable prices. Based on observations during the questionnaire distribution process, the researcher found that many respondents spontaneously associated Jago Coffee with an affordable price, especially with the mention of a price of around Rp8,000. Jago Coffee itself strategically utilizes the affordable price of its products as part of its strategy Branding. This can be seen from the search results on search engines, where the main information that appears from the official website emphasizes the price of the product starting from Rp8,000. This approach shows that price is not only an economic factor for consumers, but also an element of brand identity that is actively communicated to the market, where price perception has a significant role in shaping Brand image Jago Coffee in the minds of consumers

### **The Effect of Price Perception on Purchase Intention**

The results of the study show that Price Perception (PH) has a significant effect on Purchase Intention (PI), with T-Statistics of 3,153 and P-Values 0.002, until H4 is accepted. This means that the more positive the price perception of Jago Coffee, the higher the consumer buying interest. This research is in line with the findings of and even though the objects studied are different. Instead, the study found insignificant results, likely because the object of the study was the store Febiyati & Aqmala (2022) Mirella et al. (2022) Widitya et al. (2024) Multibrand, where purchasing decisions are influenced by multiple brands at once, rather than a single price perception.

In the context of Jago Coffee, affordable prices and maintained quality are the main factors driving buying interest. Consumers are more interested in products with competitive prices and clear benefits. The case of Fore Coffee shows that green pricing that is too high can reduce buying intentions, reinforcing that the price factor is still dominant in coffee purchase decisions. In fact, in the observation of the questionnaire, many Jago Coffee customers stated that they have become regular customers because of the low price, even though they do not know the existence of a green marketing strategy. This confirms that price not only affects initial buying intent, but also encourages repeat purchases.

### **The Influence of Brand Image on Purchase Intention**

Influence between Brand Image (BI) and Purchase Intention (PI) shows very significant results with a T-Statistics of 15,766 and P-Values by 0.000. This shows that H5 is accepted, which means that a strong brand image will contribute positively to the increase in consumer buying interest in Jago Coffee. These results are supported by research as well as showing that the more positive Stephen & Loisa (2021) Kusuma et al. (2023) Brand Image The more a product has, the more likely consumers are to buy the product. Brand image



Jago Coffee is not only about product quality, but also how this brand is perceived as an economical and practical coffee choice. This is reinforced by observations during the survey distribution, where many respondents directly associate Jago Coffee with a low price before considering other aspects. Jago Coffee also has an advantage in strengthening Brand image-because it is the first brand to have a concept Cafe-on-Wheels thus creating a strong association in the minds of consumers as a pioneer in this category. Thus, it can be indicated that Brand image inherent in Jago Coffee contributes to increasing consumer buying interest, especially through the perception of competitive prices and the brand's appeal as an easily accessible coffee option due to the model café-on-wheels that he has.

### **The Influence of Brand Image on Purchase Intention as Mediation**

The results showed that Brand Image (BI) played a significant role in mediating the relationship between Attitude to Green Marketing (AGM) and Price Perception (PH) to Purchase Intention (PI), with T-Statistics of 3,510 (AGM → BI → PI) and 3,858 (PH → BI → PI), and P-Values of 0.000 proving that H6 and H7 were accepted.

This mediation role indicates that a positive attitude towards the AGM and a good price perception are not enough to directly increase consumer purchase intention, but need to be strengthened first through a positive brand image. In this case, the #KopiUntukBumi campaign run by Jago Coffee contributes to shaping the image as a brand that cares about the environment. Consumers who are aware of these initiatives tend to have a better perception of the brand, which in turn drives buying interest. These findings are consistent with research, which emphasizes the importance of Wandani & Utami (2023) brand image communication in strengthening the impact of AGMs on purchase intent and research that states AGMs through Kurnia et al. (2022) brand image will significantly increase consumer buying interest, and suggest that green marketing be actively communicated in order to have a stronger influence.

Meanwhile, price perception also plays a similar role. Affordable prices make Jago Coffee seen as an accessible brand but still of quality, strengthening consumer trust. Studies support this finding, that competitive pricing can strengthen brand image and purchase intention. However, the data also shows that the direct line of PH → PI has the lowest T-Statistics (3,153), indicating that cheap prices alone are not enough to drive buying intent. Without a supportive brand image, low prices can be mistaken for low quality. Thus, a positive price perception becomes more effective if it is accompanied by a strong brand image. Without a good brand image, low prices can be considered an indication of a low-quality product. The positive influence of price perception on Digdowiseiso et al. (2022) purchase intention directly and mediated by brand image also illustrates one of the components of TPB, namely perceived behavioral control. These results show that consumers who feel they can afford to buy will easily have high buying interest directly, as well as after being convinced by the brand image.

Brand image is a key element in connecting attitude to green marketing and price perception with purchase intent. This shows that even though Jago Coffee implements green marketing and competitive pricing strategies, the maximum effect on purchase intent can only be achieved if both strategies are well communicated and translated into a strong brand image in the minds of consumers. The research also added that coffee products that campaign for environmental sustainability have an influence within the framework Ut-Tha & Chung (2023) of the theory of planned behavior (TPB) on consumer purchase intentions. Among the three components of TPB, perceived behavioral control was found to be the most dominant factor in the aspect of price perception, as well as the availability of information about the product that can be linked to the brand image dimension. In line with the research, which supports the statement that the three components of TPB affect the buying interest of Klotok Coffee consumers. Finals (2023)

### **CONCLUSION**

Based on the results of data analysis using the Structural Equation Modeling (SEM) method, this study shows that Attitude to Green Marketing and Price Perception have a significant positive influence on Brand Image. This shows that the green marketing strategy implemented by Jago Coffee and the perception of competitive prices are able to form a more positive brand image in the minds of consumers.

In addition, this study found that Brand Image has the most significant influence on Purchase Intention. Consumers who have a positive perception of Jago Coffee as an environmentally friendly brand that offers affordable prices tend to have higher buying interest. These findings indicate that a strong brand image plays a key factor that connects marketing strategies to consumer purchasing decisions. The results of the analysis also show that Brand Image partially mediates the relationship between Attitude to Green Marketing and

Purchase Intention, as well as between Price Perception and Purchase Intention. This is evidenced by the significant direct influence of Attitude to Green Marketing and Price Perception on Purchase Intention, as well as the indirect influence through Brand Image which is also significant. So, the type of mediation that occurs is partial mediation.

In the context of a café-on-wheels business like Jago Coffee, it is important to understand that even if consumers are aware of the green marketing efforts being made, it does not necessarily increase purchase interest without a strong brand image. Consumers tend to be more interested in buying if they see that the brand is not only eco-friendly but also has a clear and credible identity. Therefore, Jago Coffee needs to continue to strengthen its brand image as a brand that not only cares about the environment but also remains relevant and competitive in the café-on-wheels market.

The findings in this study strengthen the framework of the Theory of Planned Behaviour (TPB) in the context of local consumers in Jakarta. The attitude component can be seen in how consumers' attitudes towards Jago Coffee's green marketing are formed after knowing their sustainability initiatives. Although some respondents were initially unaware of the practice, after being informed, they showed a more positive response to the brand. This shows that attitudes can be formed as information increases, according to the concept of SDGs. Furthermore, perceived behavioral control is reflected in the perception that Jago Coffee's affordable price allows them to buy without economic barriers, strengthening the purchase intention. Subjective norms are also present implicitly, because consumers feel that buying coffee contributes to the environment, a social value that develops in urban societies such as Jakarta.

This research has different differences and contributions from previous studies in terms of the research object of the café-on-wheels business model which has not been widely researched in Indonesia, and uses price perception variables accompanied by green marketing which have not been widely studied simultaneously in relation to brand image and purchase intention. However, this study has limitations such as using only a quantitative approach without considering qualitative factors such as a deeper customer experience or emotional preference for eco-friendly concepts and this study is geographically limited because the data collected is only in the Jakarta area so it cannot be generalized in other cities that may have different consumer behaviors. For further research, it is suggested that a mixed-methods approach that incorporates qualitative analysis can be used to dig deeper into the psychological and emotional factors that influence purchasing decisions and data collection can be done with a wider geography or more diverse demographics so that the resulting data can be more generalized. Further research can also examine other factors that affect the brand image of Jago Coffee to strengthen the importance of brand image to purchase intention by exploring more variables. Therefore, the results of future research can provide broader insights for café-on-wheels businesses in designing more effective marketing strategies based on customer experience.

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