GREEN MARKETING: A SUSTAINABLE BUSINESS STRATEGY IN THE ECO-CONSCIOUS ERA

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ABSTRAK

Penelitian ini bertujuan untuk meneliti peran green marketing dalam memediasi hubungan antara green knowledge dengan corporate social responsibility (CSR) terhadap green trust. Penelitian ini meneliti korelasi empat konsep: yaitu green trust, green knowledge, CSR dan green marketing. Survei empiris digunakan untuk menguji hipotesis. Data dikumpulkan dari 119 responden di Jawa Timur Indonesia yang merupakan konsumen AMDK Le Minerale, dan pemodelan persamaan struktural (SEM-PLS) digunakan untuk menilai hubungan model penelitian ini. Temuan menunjukkan bahwa semua hubungan langsung hasilnya positif dan signifikan, sedangkan hubungan tak langsung antara green knowledge terhadap green trust melalui green marketing tidak signifikan sedangkan hubungan antara CSR terhadap green trust melalui green marketing terbukti signifikan. Studi ini menunjukkan bahwa green marketing dapat digunakan sebagai strategi pemasaran yang efektif dalam meningkatkan green trust. Studi ini juga menemukan bahwa green marketing dapat membantu perusahaan meningkatkan green trust konsumennya. Penelitian ini mengeksplorasi hubungan antara green knowledge dan CSR terhadap green trust melalui green marketing, menciptakan strategi green marketing yang efektif dan jujur, serta menawarkan implikasi manajerial untuk pengembangan pemasaran keberlanjutan.

Kata kunci: green marketing, green knowledge, green trust, corporate social responsibility

ABSTRACT

This research examines the role of green marketing in mediating between green knowledge and CSR on green trust. It investigates the correlation among four key concepts: green trust, green knowledge, CSR, and green marketing. An empirical survey tested the proposed hypotheses. Data were collected from 119 respondents in East Java, Indonesia, who consume Le Minerale bottled drinking water. Structural Equation Modeling using Partial Least Squares (SEM-PLS) was used to assess the research model. Results reveal that all direct relationships are positive and significant. Specifically, the analysis found green marketing does not significantly mediate the relationship between green knowledge and green trust. This means green knowledge does not increase green trust through green marketing. However, the indirect effect of CSR on green trust via green marketing is significant. This highlights that CSR builds green trust when green marketing is a mediator. These results suggest that green marketing can be an effective strategy for building consumer green trust. The research finds that green marketing helps companies enhance their consumers' green trust. By exploring the roles of green knowledge and CSR in green trust through green marketing, this research highlights the value of honest and effective strategies. It also offers managerial implications for sustainable marketing.

Key words: green marketing, green knowledge, green trust, corporate social responsibility

INTRODUCTION

Environmental issues related to eco-friendly products have become a global concern that companies, both in goods and service sectors, can no longer ignore. This growing attention stems from mounting problems such as waste accumulation, plastic pollution, climate change, and the clean water crisis, which have heightened ecological awareness among both consumers and businesses. In this context, the bottled water industry has come under public scrutiny due to its contribution to plastic waste and natural resource consumption. As consumer awareness of sustainability issues increases, companies are facing greater demands to operate transparently, act responsibly, and integrate environmentally friendly practices across all aspects of their business activities (Parag et al., 2023).

Le Minerale was chosen for this study for specific reasons. As a top brand in Indonesia's bottled water market, its CSR actions and environmental campaigns reach many people. These can influence how consumers think and act. The company runs programs that support healthy habits and encourage bottle recycling. This allows us to examine the link between CSR and consumer trust in environmental care. As part of the Mayora Group, Le Minerale helps us determine whether CSR demonstrates real commitment or primarily serves to improve its image. With more Indonesians becoming aware of environmental issues, especially plastic waste, Le Minerale is a good case study of how CSR affects views on sustainability.

Le Minerale initiated programs that involve promoting a healthy lifestyle and encouraging participation in plastic bottle waste management. However, these efforts have raised questions among consumers about whether such programs reflect genuine corporate commitment or are merely part of a growing trend of greenwashing. This tension makes Le Minerale an interesting and relevant case for studying the effectiveness and authenticity of corporate environmental initiatives in influencing consumer perceptions and behavior.

Green trust reflects consumers' belief in a company's or brand's genuine dedication to environmental preservation, rather than the mere exploitation of environmental issues for business gain (Widiantari and Rachmawati, 2023). This trust plays a particularly crucial role for products like bottled drinking water, which are often criticized for their substantial contribution to plastic pollution.

Hashish et al. (2022) studied how green trust and satisfaction link green branding to brand loyalty. They found that green branding directly shapes both trust and satisfaction. This increases loyalty to the brand. Both green trust and satisfaction strengthen green brand loyalty. Hengboriboon et al. (2022) used Structural Equation Modeling (SEM) to study how product image, green marketing, and reputation affect consumer choices, focusing on companies with CSR programs. However, they did not focus on the role of green marketing.

Green marketing can be defined as a series of activities intended to promote environmentally friendly products. These activities may involve changes to product design, manufacturing processes, packaging and the communication strategies companies use to present their products (Mahmoud et al., 2024). Additionally, Abdullah and Suhud (2025) explained that green marketing can be described as a broad concept that encompasses all efforts focused on promoting the exchange of products or services that meet consumer needs while minimizing negative effects on the environment.

Green marketing has been shown to be an effective means for establishing market dominance and plays a significant role in shaping consumer buying behaviors (Tan et al., 2022). While, Tariq et al. (2022) explored in depth how digital marketing strategies, corporate social responsibility (CSR) programs, and green marketing practices

contribute to and shape the overall development and strengthening of a brand in the marketplace. Their study found that factors such as environmental transparency, green innovation, eco-friendly partnerships, and marketing efforts significantly impact the development of brands within manufacturing firms in the UK.

Yet, social disclosure and marketing through social media did not significantly affect brand development. Consequently, the research indicates that manufacturers should prioritize environmental disclosure, eco-friendly innovations, sustainable partnerships, and promotional strategies to achieve successful brand development. Vinoth (2023) indicated that environmental awareness, perceived knowledge about the environment, and green advertising are essential to establishing green trust, which in turn enhances brand loyalty to eco-friendly products in India. Khan et al. (2022) investigated how to create impactful green marketing initiatives to influence consumer buying behavior regarding green products.

Despite numerous conceptual investigations into green trust, the empirical research as a dependent variable remains scarce. The function of green marketing as a mediating variable has only been examined in a few number of previous empirical research. In other words, this area still remains underexplored in current researches. Their lack of clarity regarding the elements affect both green trust and green marketing. The constructs may still be regarded as intricate, inconsistent, unclear, and subjective. They hinder the previous research advancement and do not link theory with practical application.

Therefore, this study fills the research gap by examining how green marketing relates to green trust within the bottled water sector, particularly regarding consumer behavior. Building the previous theoretical framework, this study aims to reveal the direct and indirect effects of green knowledge and corporate social responsibility (CSR) on green trust through green marketing, with a specific emphasis on Le Minerale consumers in East Java, Indonesia.

THEORETICAL REVIEW
Green Knowledge

Green knowledge management initially involves the development of environmentally oriented ideas and knowledge. It serves a key foundation for encouraging green innovation and strengthening a company's sustainability outcomes (Abbas, 2020; Paraschiv et al., 2021). They indicate that organizations can greatly enhance their environmental sustainability when they are proficient in absorbing and utilizing green knowledge.

Additionally, green knowledge, including the methods of disseminating, preserving, and obtaining environmental information, have been demonstrated to benefit knowledge-based leadership (Nasir et al., 2020). Earlier studies also show that incorporating environmentally-friendly knowledge into business strategies allows companies to align their operations with sustainability-focused frameworks (Wang et al., 2022; Shafi et al., 2022). Therefore, building a strong and deliberate green knowledge base is essential for advancing green practices. The intentional creation of green knowledge significantly supports the growth of sustainable ventures by simultaneously enhancing both green innovation and environmentally responsible practices (Pan et al., 2022).

The concept of green knowledgement covers a wide range of disciplines and sectors, from environmental science, renewable energy, to environmentally friendly product design. Furthermore, sustainability-related knowledge enables individuals and organisations to make decisions that minimise negative impacts on the environment and promote ecological balance (Yu et al., 2022).

A study conducted by Amoako et al. (2020) The results show that customers' purchasing behaviour and green knowledge are strongly and favourably correlated. The green attitudes and purchasing decisions are similarly positively correlated. However, the

findings also reveal that green trust does not function as a mediating variable in the link between green knowledge and purchasing behavior, while green value does play a mediating role. In contrast, Sahoo et al. (2023) recognized that the allocation of resources affects the connections between acquiring green knowledge, managing green knowledge, and innovating green technology. They provide valuable insights for managers, enabling them to focus on strategizing, distributing resources, and budgeting for successful green initiatives, which in turn improves a company's environmental performance.

Corporate Social Responsibility (CSR)

Businesses possess four categories of responsibility: economic, legal, ethical, and philanthropic obligations. The economic dimension explains that the company must be profitable, so the company must produce goods effectively and efficiently. The company must comply with applicable regulations or laws. Companies also need to act fairly, ethically and morally according to society's expectations.

Manufacturing companies are more vulnerable to increased environmental pollution as it involves the exploitation of natural resources. Pratiwi et al. (2025) emphasise how a strong commitment to social responsibility and sustainability is essential to boosting consumer interest in buying beauty items since these values affect consumers' views and purchasing decisions. Al-Haddad et al. (2022) have found that manufacturing companies tend to operate in less developed countries due to the availability of cheap resources. Providing information about a company's social work helps to persuade consumers because they are interested in a company's social goals.

Furthermore, sharing information about social matters greatly influence brand development. The findings from Amoako et al. (2020) revealed a strong and positive relationship between business ethics, corporate social responsibility (CSR), green

marketing, and customer loyalty. Both CSR and green marketing were found to play important mediating roles in linking consumers' perceptions of corporate ethics with their loyalty to the brand. Waris et al. (2024) discovered that corporate social responsibility initiatives that prioritize environmental considerations have a substantial effect on environmentally responsible customer behavior, trust in the company, affinity with the company, and the corporate image.

Green Marketing

Sustainable marketing is commonly known as green marketing. It refers to all the efforts undertaken by an organization to design, develop, promote, and distribute environmentally friendly products. The efforts are primarily aimed at reducing the negative environmental impact that arises from production activities, while the growing demand for more eco-conscious products (Sugandini et al., 2020). Pacevičiūtė and Razbadauskaite Venske (2023) offer an alternative perspective, defining green marketing as initiatives at enabling commercial exchanges that satisfy human needs or wants in concurrently mitigating detrimental effects on the ecosystem. As the increasing consumer demand for eco-friendly goods, green marketing has emerged as an essential and strategic component of corporate activity.

Iqbal et al. (2023) emphasize that the need for businesses to implement successful green marketing campaigns. They are essential for encouraging consumers to purchase their environmentally sound products. Husna et al. (2024) posit that green marketing functions as a crucial intermediary factor, connecting the consumer's attitudes toward green products, awareness of the pricing strategies for these products, perceived value, and ultimate intention to purchase.

Green Trust

Green trust relates to the confidence that consumers place in a brand or product's

genuine commitment to its environmental claims. This idea aligns with Nicoleta et al. (2024) who define green trust as the extent to which a product or service is able to consistently, reliably, and convincingly meet customer expectations. At the same time, the green trust demonstrates a genuine commitment to environmental sustainability through responsible practices and eco-friendly performance. Trust contributes to sustainability, thereby enhancing green trust by fostering a stronger bond between customers and nature (Alamsyah and Febriani, 2020).

Wulandari and Miswanto (2022) suggest that a stronger understanding of environmentally friendly products along with a higher level of trust in these products positively influences consumers' decisions to purchase green products.

According to Mahendra et al. (2024), trust in eco-friendly products and customer satisfaction act as intermediaries in the relationship between the perceived value of green products and the probability of repurchase. Alhamad et al. (2023a) argue that green marketing has become one of the most successful and strategic ways for companies to draw clients, improve their brand image, and stay competitive in the market as consumer demand for eco-friendly products keeps rising. Their study integrates previous researches to deepen understanding of how green marketing strategies, perceived green value, and green purchasing intention are interrelated. They also consider environmental trust as an important moderating variable that influences the strength of these relationships.

Conceptual Framework

The conceptual framework of this research is illustrated in Figure 1. This research explains the mediating role of green marketing in the relationship with green trust. Each construct contributes differently to the formation of green trust. Therefore, the benefits—economic, social, and epistemic—will be analyzed accordingly.
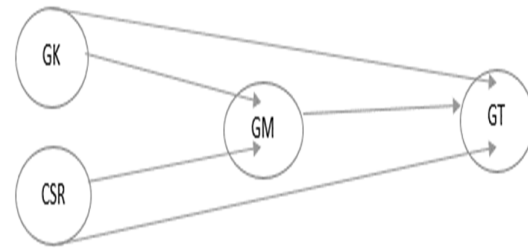
Figure 1
Conceptual Framework
Source: Developed by author, 2025

Hypothesis Development
The Relationship Between Green Knowledge and Green Marketing

According to Devina et al. (2022), green knowledge must be developed within both individuals and organizations to support environmentally conscious behavior. Thus, higher levels of consumer awareness regarding the importance of eco-friendly products are expected to positively influence consumers' responses to green marketing strategies. So, the higher environmental awareness leads to a more favorable consumer response to green marketing strategies (Ali, 2021). Then, Isbahi et al. (2024) highlights that awareness of environmental issues plays a key role in fostering favorable perceptions of eco-friendly brands. Based on this theoretical foundation, this study proposes a hypothesis with a positive direction:

H_1: Green knowledge positively influences green marketing.

The Relationship Between CSR and Green Marketing

Corporate Social Responsibility (CSR) reflects a company's long-term commitment to conduct its business in an ethical and responsible manner. It does not only support environmental sustainability and social well-being, but also encourages economic growth and improves the employee's life quality, local communities, and society as a whole (Xiao et al., 2024). CSR and green marketing are interconnected. A higher level of CSR engagement positively guides and enhances the company's green marketing strategies.

The genuine CSR serves the ethical foundation for communication. Green marketing serves an effective communication channel to inform the public about the company's CSR efforts. Therefore, CSR is hypothesized to have a direct positive effect on green marketing:

H_2: CSR positively influences green marketing.

The Relationship Between Green Knowledge and Green Trust

Green knowledge encompasses consumers' comprehension and insight into environmental matters and sustainable practices. Li et al. (2023) describe green trust as the extent to which a product or service can reliably and credibly meet customer expectations while promoting environmental protection.

Consumers who possess a deeper understanding of environmental issues often adopt a more critical stance and are less inclined to trust companies that lack transparent and honest communication.

Tan et al. (2022) indicate that aspects of green marketing, like the recognition of environmentally friendly products, can influence buying intentions via trust and the image of the green brand. In a similar vein, Nguyen-Viet and Thanh Tran (2024) discovered that people who have a higher level of environmental consciousness and understanding tend to have greater trust in eco-friendly brands. Thus, higher green knowledge is expected to strengthen green trust among consumers:

H_3: Green knowledge positively influences green trust.

The Relationship Between CSR and Green Trust

The relationship between Corporate Social Responsibility (CSR) and green trust is very strong. A company's sincere commitment to environmental CSR programs greatly strengthens consumers' trust in the credibility of the company's sustainability claims.

A high level of CSR engagement often translates into greater effort in producing, promoting, and distributing sustainable products. Hang et al. (2022) found that CSR and green product innovation contribute positively to organizational performance, with green trust serving as a mediating variable. Similarly, Tao et al. (2022) discovered that in Taiwan's green building industry, CSR positively influences consumers' green purchase intentions, with green trust acting as a significant mediator. CSR is expected to have a direct positive effect on green trust:

H_4: CSR positively influences green trust.

The Relationship Between Green Marketing and Green Trust

The promotion of goods or services on the basis of their environmental advantages such as recyclable design, energy-efficient manufacturing, and corporate dedication to sustainability is known as "green marketing". It is a key concept within sustainable marketing, closely related to green trust. Previous research has demonstrated that well-executed green marketing practices help build consumer trust in brands or companies. Memon et al. (2019) noted that green marketing reflects a business's commitment to designing, promoting, and delivering products that minimize environmental harm. Accordingly, effective green marketing is expected to positively enhance green trust:

H_5: Green marketing positively influences green trust.

The Mediating Role of Green Marketing Between Green Knowledge and Green Trust

The development of open, truthful, and responsible green marketing strategies is greatly aided by green knowledge. It is defined as the degree of comprehension and awareness that people or organizations have environmental issues and environmentally friendly products. When the green marketing strategies are perceived as credible and effective, addressing a genuine commitment to environmental protection. They are expected to positively enhance consumers' green trust, increasing confidence in the

company's environmental claims. Green marketing mediates the relationship. Consumers with greater green knowledge are more likely to respond positively to eco-friendly marketing initiatives, making them more likely to trust environmental claims.

Widiantari and Rachmawati (2023) emphasize how green marketing tactics can influence green perceived quality and green satisfaction, which can form green trust. Pham and Pham (2021) also found that green knowledge positively influences green marketing effectiveness.

H_6: Green knowledge positively influences green trust through green marketing.

The Mediating Role of Green Marketing Between CSR and Green Trust

Establishing consumer trust in a company's environmental claims cannot rely solely on CSR initiatives. These CSR activities must be effectively communicated, and green marketing serves as the key mediator that translates CSR efforts into clear and trustworthy messages for consumers. This is in line with Amoako et al. (2020) who found clear and meaningful relationships among business ethics, corporate social responsibility (CSR), green marketing practices, and customer loyalty to the brand.

Nguyen-Viet and Thanh Tran (2024) they also discovered that customers' opinions of green marketing tactics and company image positively contribute to the growth of trust, which in turn plays a crucial part in influencing and forming consumers' purchase decisions. Alhamad et al. (2023b) The study also showed that well-executed green marketing strategies are capable of strengthening green brand value and increasing consumers' intention with green trust serving as a key mediator. Therefore, green marketing is expected to mediate the positive influence of CSR on green trust:

H_7: CSR positively influences green trust through green marketing as a mediating variable.

RESEARCH METHOD
Type of Research
This research uses a quantitative approach. It aims to test theories objectively by examining relationships among variables measured through structured instruments and analyzed statistics. Quantitative research relies on numerical or statistical methods to explain phenomena, typically through measurable data collection, with an emphasis on hypothesis testing and generalizability of findings.

Sampling Technique and Sample Size
The population of this study consists of all Le Minerale customers in East Java, particularly those residing in Malang and Surabaya. However, the total population size was unknown. Therefore, the sample was determined using a non-probability sampling technique with specific selection criteria. The sample includes individuals who consume Le Minerale at least three times a week.

The appropriate sample size was based on the statistical method, namely Structural Equation Modelling (SEM). Memon et al. (2020) state that the representative sample size for SEM should be 5 to 10 times the number of indicators. Thus, the targeted sample was 160 respondents, but only 119 valid responses were received and used for the analysis.

Variabel and Analysis Method
This study consists of five constructs developed in previous research. The variables and indicators are shown in Table 1. Green knowledge items were adopted from Amoako (2020), Mahmoud et al. (2024), and Husna et al. (2024). Meanwhile, CSR items were adapted from Hengboriboon (2022) and Nguyen-Viet and Thanh Tran (2024). Then, green marketing items were adopted from Alhamad (2023a), Husna et al. (2024), and Abdullah & Suhud (2025). Furthermore, the final green trust variable was taken from Alamsyah and Febriani (2020) and Ha (2022).

Table 1
Variables and Indicators

Variables	Indicators	Source
Green Knowledge	1. awareness when purchasing environmentally safe products 2. knowledge of how to choose products that reduce waste 3. understanding of packaging that causes environmental problems 4. understanding of packaging that causes environmental problems	(Amoako,2020); (Mahmoud et al, 2024); (Husna et.al, 2024)
CSR	1. supporting environmental conservation 2. allocating part of its income for social activities, frequently sponsoring environmental events 3. frequently sponsoring environmental events 4. receiving multiple awards in the field of environmental conservation	(Hengboriboon, 2022); (Nguyen-Viet, B. and Thanh Tran, C, 2024).
Green Marketing	1. having an eco-label 2. providing information about product composition and instructions for use or disposal 3. Company has refill products 4. Packaging can be recycled	(Alhamad, 2023a); (Husna et.al, 2024); (Abdullah & Suhud, 2025)
Green Trust	1. The Le Mineral brand's commitment to the environment is reliable 2. The Le Mineral brand's environmental performance is accountable 3. The Le Mineral brand's environmental awareness meets expectations 4. The Le Mineral brand upholds its promise and commitment to consumer protection	(Alamsyah and Febriani 2020); (Ha.M.T, 2022)

Source: Data processed by the author, 2025

The data were processed and examined using Partial Least Squares Structural Equation Modeling (PLS-SEM). It is suitable even when the data do not meet multivariate normality, and it accommodates various scale types, such as categorical, ordinal, interval, and ratio. Additionally, PLS-SEM allows for analysis with relatively small sample sizes, making it a robust and flexible technique for empirical research in diverse conditions (Hair et al., 2021).

ANALYSIS AND DISCUSSIONS
Descriptive Statistical Analysis

Descriptive statistics in this research were analyzed using the average responses from all participants for each indicator, based on a 5-point Likert scale. The results of the descriptive analysis are presented in Table 2, outlining the demographic characteristics of the Le Minerale consumers surveyed.

As in Table 2, the sample consisted of 74 female respondents and 45 male respondents. Regarding occupation, the majority of respondents were university students (34 participants), followed by private sector employees (24 participants), civil servants (ASN) (22 participants), lecturers (14 participants), unemployed individuals (13 participants), and entrepreneurs (12 participants).

Table 2
Respondent characteristics

	Gender		
	Frequency	**Percent**	**Cumulative Percent**
Man	45	37.8	37.8
Woman	74	62.2	100.0
Total	119	100.0	

Education			
Senior High school	13	10.9	10.9
S1/S2/S3	106	89.1	100.0
Total	119	100.0	
Occupation			
Student	34	28.6	28.6
Lecturer	14	11.8	40.3
Private Sector Employee	24	20.2	60.5
Civil Servant	22	18.5	79.0
Entrepreneur	12	10.1	89.1
Unemployed	13	10.9	100.0
Total	119	100.0	

Source: Data processed by the author, 2025

The research targeted respondents aged 17 and above, as this age group is generally considered capable of making independent consumption decisions. In terms of educational background, most respondents had at least a bachelor's degree (S1), accounting for 106 participants, while the remaining 13 respondents had completed senior high school or equivalent.

Validity Test

All items in this research demonstrate strong convergent validity, as indicated by outer loading values exceeding 0.70 on respective constructs. As shown in Table 2, the high outer loading values confirm that the constructs, CSR, Green Knowledge, Green Marketing, and Green Trust, are well represented by their respective indicators.

Table 3
Validity Test Results

Instrument	CSR	Green Knowledge	Green Marketing	Green Trust
CSR1	**0.801**	0.475	0.580	0.632
CSR2	**0.862**	0.465	0.615	0.572
CSR3	**0.871**	0.543	0.642	0.641
CSR4	**0.895**	0.528	0.695	0.735
GK1	0.465	**0.865**	0.433	0.444
GK2	0.474	**0.895**	0.500	0.450
GK3	0.590	**0.880**	0.547	0.523
GK4	0.494	**0.824**	0.468	0.397
GM1	0.596	0.529	**0.879**	0.691
GM2	0.656	0.541	**0.888**	0.695
GM4	0.585	0.313	**0.701**	0.578
GT1	0.742	0.514	0.740	**0.928**
GT2	0.711	0.486	0.770	**0.934**
GT3	0.709	0.491	0.729	**0.949**
GT4	0.665	0.481	0.733	**0.932**

Source: Data processed by the author, 2025

Reliability Test

As presented in Table 3, the values of both composite reliability and Cronbach's Alpha for the four latent variables—namely CSR, green knowledge, green marketing, and green trust—all exceed the accepted threshold of 0.7. The results indicate that the manifest indicators are able to measure their respective latent variables effectively and consistently, thereby confirming that the measurement models for all four constructs are reliable.

Table 4
Reliability Test Results

	Cronbach's alpha	Composite reliability
CSR	0.880	0.917
Green knowledge	0.889	0.923
Green marketing	0.763	0.865
Green Trust	0.953	0.966

Source: Data processed by the author, 2025

Structural Equation Modeling (SEM) with PLS Partial Least Squares (PLS) Analysis

The following section presents the results of hypothesis testing using Structural Equation Modeling (SEM) with PLS version 4.0.

Based on Table 4, the R-square value for the Green Marketing variable is 0.574, which indicates that 57.4% of the variance in Green Marketing can be explained by the independent variables, namely Green Knowledge and CSR. Meanwhile, the R-square value for the Green Trust variable is 0.694, meaning that 69.4% of the variation in Green Trust can be accounted for by Green Knowledge, CSR, and Green Marketing. These values suggest that the structural model has a strong explanatory power for both dependent variables.

Table 5
Inner Model Test Results

	R-square	R-square adjusted
Green Marketing	0.574	0.567
Green Trust	0.694	0.686

Source: Data processed by the author, 2025

Based on the model fit indicators (Table 5), the structural model meets the required criteria and is therefore appropriate for hypothesis testing.

Table 6
Model Fit Summary

Parameter	Rule of Thumb	Parameter value	Description
SRMR	< 0,1	0.063	Fit (The model shows a very good fit between the observed data and the hypothesized model)
d_ULS	>0,05	0.472	Fit (Indicates that the structural model does not show significant deviation and can be accepted. This means the model closely represents the ideal relationship expected from the data)
d_G	>0,05	0.355	Indicates that the model has good global fit and that internal model relationships do not show significant differences compared to actual data.
Chi Square	X^2 Statistic ≥ X^2 table	248.668 > 23,685	Fit (Indicates the model fits significantly well with the sample data and the structural model can explain relationships among variables well)
NFI	Close to 1	0.843	Fit (The model has a reasonably good level of fit, so it can be accepted)
GoF	0.1 = Small, 0.25 = Moderate, 0.35 = Large	0,69	Fit (A large GoF value indicates the model is very suitable for explaining relationships among the latent variables)

Source: Data processed by the author, 2025

Hypothesis Testing

Hypothesis testing in this study focused on the path coefficient estimates and corresponding p-values (Figure 2). The analysis also includes testing for mediation effects within the proposed research model.

Direct Effect

With a p-value of 0.036, which is less than the 0.05 cutoff, Table 6's statistical results demonstrate that there is a positive and statistically significant correlation between green marketing and green knowledge. This outcome indicates that H_1 is approved. The p-value of 0.763, which is greater than 0.05, indicates that while the association between green knowledge and green trust is positive, it is not statistically significant. Consequently, H_2 is rejected.

Additionally, a p-value of 0.000 (< 0.05) indicates that there is a positive and highly significant association between green marketing and corporate social responsibility (CSR), supporting hypothesis H_3. Similarly, a p-value of 0.000 supports the statistical significance of the direct association between CSR and green trust, leading to the acceptance of H_4. Furthermore, a p-value of 0.000 indicates that there is a positive and significant association between green marketing and green trust, supporting the acceptance of H_5.

Indirect Effects: Mediation Test

According to the analysis, the indirect impact of green knowledge on green trust via green marketing has a p-value of 0.051, which is marginally greater than the conventional significance level of 0.05. This suggests that H_6 is not supported. On the other hand, a p-value of 0.000 indicates that the indirect association between CSR and green trust through green marketing is statistically significant. This finding supports H_7 since it demonstrates how well green marketing mediates the link. Table 7 summarizes the findings of the hypothesis tests for H_6 and H_7. However the indirect effect shown in Table 8.
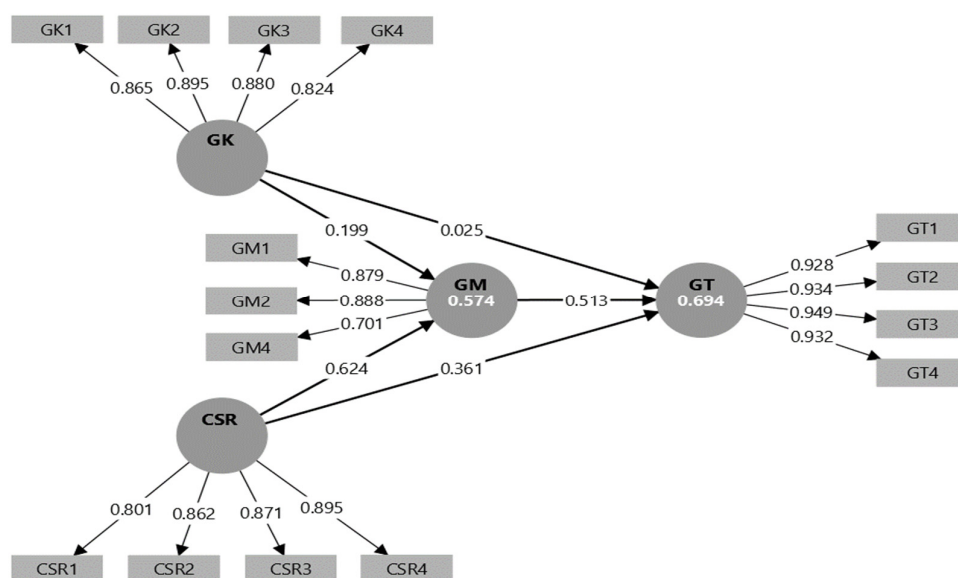

Figure 2
Structural Model Results
Source: Data processed by the author, 2025

Table 7
Direct Effect

Relationship	Path Coefficient	t-statistics	P-values	Conclusion
G. knowledge → G. Marketing	0.199	2.107	0.036	Significant
CSR→ Green Marketing	0.624	6.444	0.000	Significant

Relationship	Path Coefficient	t-statistics	P-values	Conclusion
G. knowledge → G. Trust	0.025	0.301	0.763	Not Significant
CSR → Green Trust	0.361	3.658	0.000	Significant
Green Marketing → G. Trust	0.513	5.944	0.000	Significant

Source: Data processed by the author, 2025

Table 8
Indirect Effect

Relationship	t-statistics	P-values	Conclusion	Mediation Status
Green knowledge → Green Marketing → Green Trust	1.953	0.051	Not Significant	Partial Mediation
CSR → Green Marketing → Green Trust	4.373	0.000	Significant	Potential Mediation

Source: Data processed by the author, 2025

The Influence of Green Knowledge on Green Marketing

As the findings, green marketing is significantly influenced by green knowledge, which means that people who are more knowledgeable about environmental issues and eco-friendly products are more likely to have positive opinions of businesses that practice environmental responsibility. As consumers become more environmentally aware, they also grow more critical of the negative environmental effects of non-eco-friendly products. Then, they push companies to create and design products that align with the expectations and values of environmentally conscious consumers.

In this study, a large proportion of respondents were university students (34%), a group that generally has higher environmental awareness. Consequently, they tend to prefer brands that apply green marketing strategies. Most respondents recognize that Le Minerale's products are refillable, recyclable, and carry eco-labels, reinforcing their perception that the company manages its production processes responsibly and minimizes excessive resource exploitation.

These findings are consistent with Widiantari and Rachmawati (2023). The environmental knowledge strongly shapes environmental attitudes, which in turn influence consumers' intention to purchase eco-friendly products. Their study used SEM-PLS, in relation to Indonesian sample. So, they provide strong contextual support, indicating consumers with higher environmental knowledge tend to respond more positively to green marketing. The results are also supported by Mahmoud et al. (2024). They found that green knowledge significantly strengthens the effect of the green marketing mix on repurchase intention. Their research highlights that without sufficient environmental understanding, consumers may not fully appreciate eco-labels, recyclable product features, or other green marketing strategies. These studies indicate that the success of green marketing depends heavily on consumers' level of green knowledge. The more informed consumers are, the more likely they are to recognize, value, and support companies' sustainability-focused marketing efforts.

The Influence of CSR on Green Marketing

The statistical analysis shows that CSR has a strong and significant effect on Green Marketing. Table 6 reports a path coefficient of 0.624 with a p-value of 0.000, indicating that companies with well-executed CSR initiatives tend to communicate their sustainability efforts more effectively through Green Marketing strategies.

CSR programs strengthen a company's image as an environmentally responsible entity. Consumers respond more positively to Green Marketing when they observe consistent CSR actions, such as energy-saving initiatives or emission reduction, which

enhance the credibility and authenticity of the company's environmental messages. The indirect effect results in Table 7 reveal a significant mediating pathway from CSR to Green Marketing to Green Trust (p-value = 0.000). So, Green Marketing acts as an important channel through which CSR builds consumer trust, amplifying the impact of CSR on consumer perceptions.

These findings align with recent studies. Nguyen-Viet and Thanh Tran (2024) highlight that CSR fosters sustainable consumption through green trust, while Hang et al. (2022) show that CSR and green product innovation improve performance via green trust. Tao et al. (2022) also confirm the positive impact of CSR on green purchase intention, underscoring its role in strengthening Green Marketing messages. The results emphasize CSR as a strategic foundation for effective Green Marketing. Consistent environmental responsibility enhances trust and consumer loyalty, enabling companies to achieve stronger outcomes in markets where sustainability awareness continues to rise.

The Influence of Green Knowledge on Green Trust

The results shows that green knowledge does not significantly influence green trust. Although respondents are aware of environmental issues, this awareness does not automatically build trust in Le Minerale's green claims. Student respondents, who dominate the sample, tend to be more critical, making them less easily convinced by green messages that lack clear and verifiable proof.

This result aligns with Sio et al. (2022), that skepticism toward green advertising can weaken green trust, even among environmentally knowledgeable consumers. Their study emphasizes that trust depends more on the credibility of green claims than on consumer knowledge alone. Table 7 also indicates no indirect effect from green knowledge to green trust through green marketing, reinforcing that trust must be built through consistent actions and transparent communication. Nicoleta et al. (2024) similarly

showed that greenwashing damages trust, especially among well-informed consumers.

Supporting evidence from Khan et al. (2022) and Li et al. (2023) that trust is driven by observable authenticity and genuine environmental commitment. The findings show that green trust develops not from environmental knowledge, but from companies' proven and consistent environmental.

The Influence of CSR on Green Trust

The relationship between CSR and green trust is notably strong, as evidenced in Table 6 and Table 7, where CSR shows significant positive effects on both green trust and green marketing. CSR activities, such as conservation efforts, recycling programs, and long-term environmental commitments, shape consumer perceptions that the company is genuinely environmentally responsible, thereby enhancing brand credibility and strengthening the authenticity of its green claims. This finding aligns with the study by Sio et al. (2022) that trust mediates positive consumer responses toward eco-friendly products. When environmental claims are perceived as credible, consumers show stronger intentions to engage in green consumption. CSR-driven actions help reduce skepticism and reinforce the believability of green messages. Tao et al. (2022) similarly reported that CSR positively influences green purchase intentions by increasing the perceived sincerity of a company's environmental communication. This supports the empirical finding in Table 6 that CSR significantly drives green trust. Hang et al. (2022) further highlight that CSR and green product innovation enhance organizational performance through the mediating role of green trust, emphasizing its strategic importance.

In the case of Le Minerale, this mechanism is reinforced by respondent characteristics. The majority (89%) have higher education backgrounds, making them more discerning in evaluating whether CSR programs are genuine. When consumers perceive Le Minerale's CSR initiatives as consistent and meaningful, their

trust in the company's environmental integrity increases. Consequently, CSR becomes a key driver of green trust and strengthens the credibility of green marketing efforts.

The Influence of Green Marketing on Green Trust

The results of this study confirm that green marketing significantly influences green trust, as shown in Table 6, where the green marketing → green trust path is positive and statistically significant. This indicates that Le Minerale's green marketing efforts successfully increase consumer confidence in the honesty and reliability of its environmental claims. Consumers perceive that the company contributes positively to environmental sustainability and avoids practices associated with greenwashing. These findings align with Ha (2022) that greenwashing undermines green trust, while credible and consistent green messages strengthen consumer confidence.

By implementing transparent green marketing, such as providing clear product information, demonstrating environmental commitment, and using official eco-certifications, the company can validate the authenticity of its green claims. Table 7 further shows that green marketing significantly mediates CSR's effect on green trust, reinforcing its role in building credibility. This is consistent with Khan et al. (2022) that green trust is strongly shaped by observable green product attributes and perceived authenticity rather than by promotional messages alone. Li et al. (2023) similarly emphasize that trust emerges only when companies demonstrate real, consistent environmental commitment supported by verifiable actions.

The Influence of Green Knowledge on Green Trust through Green Marketing

This study finds that green marketing does not mediate the relationship between green knowledge and green trust. As shown in Table 6, green knowledge does not significantly influence green trust, and Table 7

confirms that the indirect effect through green marketing is also not significant. Although respondents with higher green knowledge tend to appreciate credible environmental communication, this knowledge does not automatically translate into trust. Instead, trust requires strong evidence that green marketing messages align with the company's actual environmental performance.

These findings are consistent with Sio et al. (2022) that even knowledgeable consumers remain skeptical if green claims lack credibility, leading to weakened green trust. Similarly, Nicoleta et al. (2024) found that greenwashing or inconsistencies between claims and practices significantly erode trust among well-informed consumers. Khan et al. (2022) further explained that green trust is shaped more by observable environmental attributes than by consumers' pre-existing environmental knowledge. Li et al. (2023) also highlighted that trust only emerges when companies provide verifiable and consistent environmental actions. Supporting this perspective, Hang et al. (2022) emphasized that green trust develops when sustainability initiatives are genuine and aligned with the company's broader CSR efforts. These results reinforce the idea that green knowledge alone is insufficient to build trust. For trust to form, consumers, especially those who are highly knowledgeable, require tangible proof of environmental responsibility rather than relying solely on green marketing narratives.

The Influence of CSR on Green Trust through Green Marketing

Based on the statistical results (Table 6 and Table 7), H7 is accepted, indicating that CSR influences green trust indirectly through green marketing. CSR alone is not sufficient to build green trust; instead, consumers need to perceive CSR as credible when CSR initiatives are communicated effectively through green marketing content. When companies promote environmental programs transparently, such as emission reduction, waste management, or renewable energy use, green marketing becomes a channel that strengthens

consumers' belief in the company's environmental responsibility.

The findings are aligned with previous studies. Ha (2022) explained that transparent environmental communication helps prevent greenwashing and strengthens green trust. Nguyen-Viet and Thanh Tran (2024) found that CSR can enhance green trust when communicated through credible green advertising. Hang et al. (2022) also noted that CSR improves trust only when companies demonstrate authentic environmental efforts supported by effective green marketing strategies. In addition, Khan et al. (2022) emphasized that green product attributes communicated through green marketing strengthen consumer trust. Al-Haddad et al. (2022) further showed that CSR increases consumer engagement, which in turn enhances trust in companies' sustainability initiatives. CSR that is implemented consistently and communicated through honest green marketing messages can significantly strengthen green trust. This synergy enables companies not only to build credibility but also to increase consumer loyalty toward environmentally responsible brands.

CONCLUSION AND SUGGESTION
Conclusion

Theoretically, this research contributes to several ways. First, green marketing is rarely examined as a mediating variable in previous studies. However, this study highlights its crucial role in shaping green trust. Second, while green knowledge reflects an individual's understanding of environmental issues and eco-friendly products, such as knowledge, does not automatically increase green trust. This possibly is due to knowledgeable consumers to be more critical and demand concrete evidence of a company's environmental claims. Third, although prior studies often focused on green loyalty or green purchase intention, this research shows that similar antecedents also influence green trust. It is a key determinant of consumer loyalty. Finally, the study

demonstrates that green knowledge must be effectively communicated through green marketing to influence green trust.

Managerial implications can also be drawn from the findings. Green knowledge significantly predicts green marketing. It suggests that companies should continue educating consumers about environmental issues, eco-friendly consumption, and waste reduction. CSR is likewise a strong predictor of green marketing. Therefore, CSR programs must be implemented sincerely and transparently to reinforce green marketing efforts. Since green marketing mediates the relationship between CSR and green trust, companies should ensure that environmentally responsible actions, such as eco-labeling, recyclability information, and refillable packaging, are clearly communicated to strengthen consumer trust in sustainable products like Le Minerale.

Limitations and Suggestions

This study is subject to several limitations. First, the results cannot be broadly generalized beyond the Indonesian context, as the sample was drawn from. This research investigated how green knowledge and Corporate Social Responsibility (CSR) influence green trust, with green marketing serving as a mediating variable. Out of the seven hypotheses that were tested, five were supported, while two were not confirmed. The results reveal that green marketing effectively mediates the relationship between CSR and green trust, indicating that CSR contributes to building green trust through the implementation of green marketing strategies. However, the relationship between green knowledge and green trust was found not to be mediated by green marketing. Overall, CSR was shown to have a positive and significant effect on both green marketing and green trust, reinforcing the conclusion that CSR plays an important indirect role in strengthening green trust through green marketing activities.

To obtain richer and more diverse perspectives, future studies are encouraged to

involve participants from different countries. Second, because this research adopted a cross-sectional survey design, it only captures consumer perceptions at one point in time. Therefore, future research is recommended to use longitudinal approaches to better understand how consumer attitudes and perceptions evolve over time. The future studies should consider including other relevant variables, such as environmental attitudes and green brand image, to further strengthen and enrich the research model.

Third, data collection relied solely on Google Forms, which may not fully capture respondents' real behaviors or conditions. Future research can complement survey data with interviews or qualitative approaches to obtain deeper insights. Despite these limitations, this study provides valuable contributions for researchers, academics, and practitioners. It also extends an appreciation to the Islamic University of Malang through LPPM for supporting this research with the 2024 HI-MA grant.

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