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Repeat Purchase Intention of Coffee Shop in the COVID-19 Pandemic: A Green Approach

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Abstract:

Environmental issues are becoming increasingly recognized by society with the spread of news about global warming. This results in consumers being more interested in buying products that are aware of the environment. This study aims to analyze the role of green trust in mediating the effect of green perceived value, green perceived quality and environmental attitude towards green repurchase intention. Consumers who have bought and consumed food and beverages at Retrorika Coffee Bar & Resto are the population of this study. The sampling technique is carried out using a purposive sampling method with 160 respondents. The analysis technique uses Partial Least Square. The results of the analysis show that green perceived value has a positive and significant effect on green trust and green repurchase intention. Green perceived quality has a positive and significant effect on green trust and green repurchase intention. Environmental attitudes have a positive and significant effect on green trust and green repurchase intention. Green trust has a positive and significant effect on green repurchase intention. Green trust significantly mediates the effect of green perceived value on green repurchase intention. Green trust significantly mediates the effect of green perceived quality on green repurchase intention. Green trust significantly mediates the effect of environmental attitudes on green repurchase intention. Green trust acts as a partial mediating variable.

Keywords: *Green perceived value, green perceived quality, environmental attitude, green trust, green repurchase intention*

1. Introduction

The issue of environmental problems is no longer a new thing. Smart companies view environmental issues as opportunities to satisfy consumer needs and desires. Companies can apply environmental issues in marketing activities so that it rises to new phenomena in the marketing world in the form of green marketing concepts (Dewi and Rastini, 2016). The green marketing concept not only offers benefits for the environment but for actors and consumers. The willingness of the consumers in making decisions to consume or buy green products is one of the concrete actions to reduce the rate of environmental damage, and companies which engaged in restaurants or cafes must increase the consumers desire to buy green products (Rakhmawati et al., 2019), and consumers feel that the products offered by the cafe or restaurant are able to meet the needs and desires of consumers, so it can increase repurchase intentions.

Repurchase intention is an action taken by consumers after the purchase process, and consumer behavior in the future is influenced by consumer satisfaction and dissatisfaction after purchasing a product (Kotler and Keller, 2016). Repurchase intention can be used to predict whether consumers can become long-term customers and bring stable profits to the company or not (Sudita and Ekawati, 2018). Consumers who respond positively to the quality of environmentally friendly products and intend to repurchase the company's products will increase green repurchase intention of the company's products, and the increase in green repurchase intention is often also determined by green perceived value, green perceived quality, and environmental attitude.

Green perceived value is a consumer's overall assessment of all the benefits received and what is sacrificed based on a desire for the environment (Chen and Chang, 2012). Green perceived value is one of the important factors for researching consumers's green purchasing behavior, this is based on the value perceived by consumers in their decisions to make purchases of environmentally friendly products (Rakhmawati et al., 2019). Lam et al. (2016) in their research concluded that green perceived value has a positive and significant effect on green repurchase intention. Research by He and Song (2009) concluded that perceived value has no significant effect on repurchase intentions.

Repurchase intention is also determined by the green perceived quality factor. Green perceived quality is a consumer's assessment of the superiority or excess of a product related to environmental aspects (Chen and Chang, 2013). Green perceived quality that consumers feel about a product will affect the willingness of consumers to repurchase the product, this shows that the higher the consumer's assessment of the quality or superiority of a green product, the higher the willingness of consumers to finally repurchase the product. Pinaria et al. (2018) in their research concluded that green

perceived quality has a positive and significant effect on green repurchase intention. Widiandita and Ketut's research (2020) concluded that perceived quality has no significant effect on repurchase intentions. Widiandita and Ketut's research (2020) concluded that perceived quality has no significant effect on repurchase intentions.

In increasing consumer repurchase intentions in the context of green marketing, companies do not only have to pay attention to green perceived value and green perceived quality, but also have to pay attention to the environmental attitude. Lee (2008) suggested that environmental attitudes refer to individual supervision of individual environmental protection. Environmental attitude is influenced by the value of environmental protection which is cognitively accepted individually where a person's view of the environment is influenced by considerations made by individuals based on cognitive aspects, not affective (feelings) which means the role of education regarding environmental problems becomes important because it will affect how someone think regarding their environmental problems (Yona and Thamrin, 2020). Fatmawati (2019) concluded that environmental attitude has a positive and significant effect on green purchase intention.

Based on the gap in the form of research inconsistencies, the researcher adds the green trust variable as a mediating variable. Chen et al. (2015) explained that green trust is the desire to depend on a product, service, or brand on the basis of beliefs or expectations resulting from credibility, good deeds, and prowess about its environmental performance. Consumer trust can be increased by providing better product quality. The perceived quality improvement not only increases customer satisfaction but also increases consumer trust. Perception of quality is important in green marketing. Because through green perceived value, green perceived quality and environmental attitude, it can increase consumer trust. Perception of quality is important in green marketing, because through green perceived value, green perceived quality and environmental attitude, it can increase the credence of consumers. Pinaria et al., (2018) in their research concluded that green trust plays a role in mediating the effect of green perceived value and green perceived quality on green repurchase intention. Fatmawati (2019) stated that consumers who have a high environmental attitude and trust in environmental protection issues are expected to increase purchase intentions of environmentally friendly products.

The Covid-19 pandemic has had a major impact on coffee shop business trends. Almost all coffee shop owners experienced decreased profits after the introduction of social agreements. In addition, the pandemic caused changes in supply & demand, supply chain and production processes. The concept of a cafe that has an outdoor area will definitely survive compared to an indoor cafe. In response to the problem, coffee shop businesses need to implement the right promotional strategies to market coffee shop products, so that consumers can remain interested in consuming coffee shop products. The problem faced by Retrorika Coffee Bar & Resto today is the emergence of restaurants or cafes with various concepts or ideas that are made to attract consumers from various circles, this is because restaurants or cafes have become a life style for most people, which provide a place with interior design interestingly, a variety of contemporary foods and beverages, as well as offering a comfortable, fun and instagramable atmosphere. Another phenomenon is related to global warming which causes consumers to be more interested in buying products that pay attention to the environment, but it is not that easy for environmentally friendly products to be accepted.

Trust is an important factor in the repurchase intentions process, because in trust there is a level of self-confidence in other parties who will act as expected. Consumers are willing to carry out green purchasing behavior if the product provides a benefit and trustworthy information from the product, and consumers' willingness to use some trusted goods, services, or trusted brands that are believed to have a positive impact on the environment.

2. Theoretical Review

2.1. Green Repurchase Intention

Green repurchase intention is a green purchase behavior in which consumers respond positively to the quality of environmentally friendly products and intend to make return visits or reuse environmentally friendly products in the company (Sudita and Ekawati, 2018). Green repurchase intention is purchase intention that is based on past purchasing experiences and reflects a high level of satisfaction by consumers when deciding to reuse environmentally friendly products (Aditi et al., 2020).

2.2. Green Perceived Value

Chen and Chang (2012) defined green perceived value as a comprehensive consumer assessment of all benefits received and what is sacrificed based on a desire for the environment, the hope of sustainability, and all "green" needs. Green perceived value is represented as a net benefit from the overall assessment of consumers through product or service evaluation (Liang and Chaipoopirutana, 2014), so that any benefits received by consumers from consuming an organic product will have a good impact on these consumers or be an advantage obtained from consuming the product is a perceived value of the product (Putra and Suryani, 2015).

2.3. Green Perceived Quality

Perceived quality is defined as the consumer's perception of all the quality or superiority of a product or service in relation to the expected intentions (Hidayah and Anjarwati, 2018). Afendi (2019: 49) defined green perceived quality as a consumer assessment of the superiority and quality of a product related to environmental aspects. Chen and Chang (2013) suggested that green perceived quality is a consumer's assessment of the superiority or excess of a product related to environmental aspects.

2.4. Environmental Attitude

Environmental attitude refers to the assessment of the individual's value of environmental protection (Lee, 2009), in other words, the environmental attitude reaches individual cognitive judgments about the value of environmental protection. Environmental attitudes will have a positive impact on using environmentally friendly products and people who use environmentally friendly products are people who are accustomed to a healthy lifestyle (Yona and Thamrin, 2020).

2.5. Green Trust

Green Trust is the desire to depend on a product, service, or brand on the basis of beliefs or expectations resulting from credibility, good deeds, and prowess about its environmental performance (Chen et al., 2015). Green trust also means a trust that is obtained from the credibility, ability and good deed of the product for its concern for the environment so that the growing willingness of consumers depend on a product, service or brand (Pinaria et al., 2018).

Based on the description above, the conceptual framework in the study is described as follows:

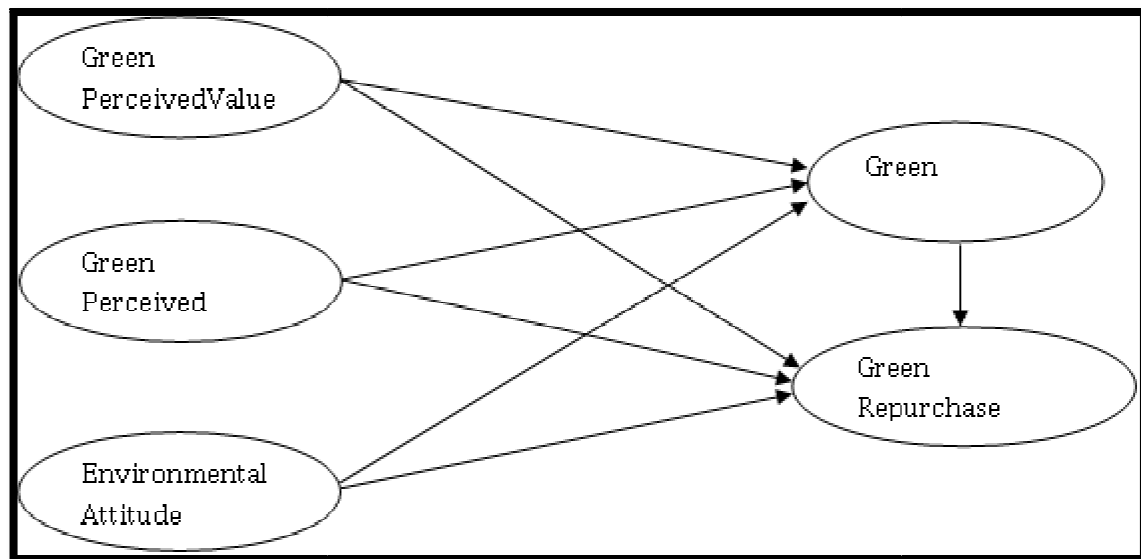


Figure1. Conceptual Framework
Source: Processed Data (2020)

The hypotheses of this study are:

Green perceived value does not only be an important determinant in maintaining long-term consumer relationships, but will also play a key role in influencing repurchase intention (Rakhmawati et al., 2019), and the impact of green perceived value on green repurchase intention can be determined through a general assessment of consumers regarding the green perceived value of these products which will cause consumer repurchase intention (Rahardjo, 2015). Research by Lam et al.(2016);Aditi et al.(2020) concluded that green perceived value has a positive and significant effect on green repurchase intention.The research hypothesis is:

- H1: Green perceived value has a significant positive effect on green repurchase intention

Products can be said to have good quality if they have a positive impact on companies and also consumers, the perception of good quality environmentally friendly products will increase consumer purchasing behavior (Afendi, 2019).Green perceived quality can be improved by companies through the development of products that have green attributes and high value, so that in can increase consumer repurchase intention and gain a competitive advantage (Kresno and Wahyono, 2019). Research by Kurniawati and Nina (2018: 15) concluded that green perceived quality has a positive and significant effect on green repurchase intention.The research hypothesis is:

- H2: Green perceived quality has a significant positive effect on green repurchase intention

May et al.(2012) suggested that environmental attitude is an individual's assessment of environmental protection that affects to paradigm.Consumers who have a caring attitude towards environmental protection issues will be able to influence consumers' purchase intention of environmentally friendly products. Consumers who have a high environmental attitude are expected to increase the purchase intention of environmentally friendly products. Fatmawati's research (2019) concluded that environmental attitude has a positive and significant effect on green purchase intention.The research hypothesis is:

- H3: Environmental attitude has a significant positive effect on green repurchase intention

Rahardjo (2015) explained that the effect of green perceived value on green trust can be determined through consumers' general assessment of the environmentally friendly benefits of certain products for the environment.It means that when consumers perceive a certain product with a higher green value, consumers tend to trust the product as a product that does not have a bad impact on the environment. Research Putra and Rastini (2017);Rakhmawati et al.(2019) concluded that green perceived value has a positive and significant effect on green trust.The research hypothesis is:

- H4: Green perceived value has a significant positive effect on green trust

Perceived quality is an assessment of the superiority and overall superiority of a product or service by users (Chen et al., 2015). The perceived quality improvement does not only increase customer satisfaction but also increases customer trust. Chen and Chang (2013) explained the perception of quality positively with trusting beliefs and trusting intentions. Gil and Jacob's research (2018); Ali et al. (2019) concluded that green perceived quality has a significant positive effect on green trust. The research hypothesis is:

- H5: Green perceived quality has a significant positive effect on green trust

Environmental attitudes will have a positive impact on using environmentally friendly products and people who use environmentally friendly products are people who are accustomed to a healthy lifestyle (Yona and Thamrin, 2020). The emergence of environmental attitudes is based on the trust that consumers have (Nilasari and Kusumadewi, 2016). Fatmawati (2019) suggested that trust, concern or attention to environmental issues can affect environmental attitude. The research hypothesis is:

- H6: Environmental attitude has a significant positive effect on green trust

Trust is the main determinant of consumer behavior for the long-term, because trust is an important factor in forming a relationship. Pinaria et al. (2018) stated that the trust in a product will have an impact on increasing repurchase intention. Rahardjo (2015) stated that green trust can affect green purchase intention because it is determined through consumer assessments of long-term trusts for certain products that can have a positive impact on the environment, so it will increase consumer repurchase intention. Sudita and Ekawati's research (2018); Kresno and Wahyono (2019) concluded that green trust has a significant positive effect on green repurchase intention. The research hypothesis is:

- H7: Green trust has a significant positive effect on green repurchase intention

Consumers' purchase intention of environmentally friendly products will appear after consumers carry out an evaluation, where the green perceived value of a product has a role in shaping the value to be evaluated (Rakhmawati et al., 2019). Trust which is based on the belief that trusted consumers will fulfill all their obligations properly and according to their expectations. Research by Fauziyah and Hussein (2019); Aditi et al. (2020) concluded that green trust significantly mediates the effect of green perceived value on green repurchase intention. The research hypothesis is:

- H8: Green trust mediates the effect of green perceived value on green repurchase intention

Kresno and Wahyono (2019) explained that green perceived quality can be improved by companies through the development of products that have green attributes and high value, and consumer trust can be increased by providing better product quality (Luis and Pramudana, 2017) so that they can increase consumer repurchase intention and gain a competitive superiority. Research by Pinaria et al. (2018); Kresno and Wahyono (2019) concluded that green trust significantly mediates the effect of green perceived quality on green repurchase intention. The research hypothesis is:

- H9: Green trust mediates the effect of green perceived quality on green repurchase intention

Attitudes, beliefs and environmental concerns are important factors for consumers in considering purchase intention. Consumers who trust and care will choose products that are not only safe to use in their lives but also give a positive impact on the environment. Yona and Thamrin (2020) argued that environmental attitude is an assessment of an individual for environmental protection, because the individual cares about the environment and the values that are implanted to preserve the environment. Fatmawati (2019) in her research suggested that consumers who have a high environmental attitude and believe in environmental protection issues are expected to increase purchase intentions for environmentally friendly products. The research hypothesis is:

- H10: Green trust mediates the effect of environmental attitude on green repurchase intention

3. Method

This research uses a quantitative approach with this type of explanatory research. The research method uses a survey by distributing questionnaires. The populations of this study are consumers who have bought and consumed food and beverages at Retrorika Coffee Bar & Resto with 160 respondents as samples.

The sampling technique uses non-probability sampling with purposive sampling method, the technique of determining the sample is based on certain considerations. The criteria used in selecting samples are 1) respondents who have bought and consumed food and beverages at Retrorika Coffee Bar & Resto at least once; 2) the respondent knows that Retrorika Coffee Bar & Resto is an environmentally friendly cafe, and 3) the respondent has at least a high school education with the consideration that he is considered to understand and be able to answer the questionnaire objectively. The data analysis technique is performed by using Partial Least Square (PLS).

4. Results

4.1. Outer Model Analysis

Convergent validity is tested using the loading factor value. The indicator is declared to meet the convergent validity if the loading factor value is above 0.7. The results of the loading factor values are presented in Table 1 below.

Variable	Item	Loading Factor	Keterangan
Green Perceived Value (GPV)	GPV1	0,840	Valid
	GPV2	0,734	Valid
	GPV3	0,827	Valid
	GPV4	0,768	Valid
Green Perceived Quality (GPQ)	GPQ1	0,724	Valid
	GPQ2	0,847	Valid
	GPQ3	0,825	Valid
	GPQ4	0,814	Valid
Environmental Attitude (EA)	EA1	0,848	Valid
	EA2	0,857	Valid
	EA3	0,767	Valid
	EA4	0,757	Valid
Green Trust (GT)	GT1	0,789	Valid
	GT2	0,807	Valid
	GT3	0,826	Valid
	GT4	0,848	Valid
Green Repurchase Intention (GTI)	GRI1	0,729	Valid
	GRI2	0,828	Valid
	GRI3	0,812	Valid
	GRI4	0,835	Valid

Table 1: Convergent Validity Test Results Based on Loading Factor Value
Source: Primary data processed, 2020

Based on the results of convergent validity analysis, it can be seen that all indicators in this study produce a loading factor greater than 0.7, thus all indicators are declared valid in measuring each variable.

The calculation of variable construct reliability uses discriminant reliability, composite reliability and Cronbach's Alpha. The criteria for testing the reliability of discriminant reliability are above 0.5, the value of composite reliability and Cronbach's alpha value is above 0.7. The results of the variable construct reliability values are presented in Table 2 below.

Variable	AVE	Composite Reliability	Cronbach Alpha	Explanation
Green Perceived Value (GPV)	0,629	0,871	0,803	Reliable
Green Perceived Quality (GPQ)	0,646	0,879	0,816	Reliable
Environmental Attitude (EA)	0,654	0,883	0,823	Reliable
Green Trust (GT)	0,669	0,890	0,835	Reliable
Green Repurchase Intention (GRI)	0,643	0,878	0,816	Reliable

Table 2: Reliability Test Results
Source: Primary data processed, 2020

The table above shows that overall, by using the calculation of AVE, composite reliability and Cronbach's alpha, it is concluded that all instrument items used to measure variables are declared reliable.

4.2. Inner Model Analysis

The inner model (structural model) is tested by measuring the R-square (R²) value which is the Goodness of Fit model test. Goodness of Fit is assessed using predictive relevance (Q²) obtained from the R-square value (R²). Q² is based on the coefficient of determination of all dependent variables. The calculation of Goodness of Fit in this study is shown in Table 3 below.

Variable	R ²
Green Trust (GT)	0,848
Green Repurchase Intention (GRI)	0,815
$Q^2 = 1 - (1 - R_1^2)(1 - R_2^2)$ $Q^2 = 1 - (1 - 0,848)(1 - 0,815)$ $Q^2 = 0,972$	

Table 3: Goodness of Fit Model Results
Source: Primer Data Processed, 2020

Q² in this study is worth 0.972, so that the diversity of the Green Repurchase Intention variable can be explained by the overall model of 92.7%. The contribution of the diversity of the Green Perceived Value, Green Perceived Quality, Environmental Attitude and Green Trust variables to the overall Green Repurchase Intention is 92.7% while the remaining 7.3% is the contribution of other variables outside of this study.

5. Hypothesis Test

Hypothesis testing can be done by paying attention to the level of significance and path coefficient between latent variables, and to test the proposed hypothesis, a statistical analysis is carried out by entering the tested variables together. Decision-making is based on the direction of the relationship and the significance of the model in question. The following is the calculation's results of the hypothesis test which is presented in Table 4 below.

Hypothesis	Effect	Original Sample	T Statistics	T-table	Explanation
H1	GPV →GRI	0,134	2,239	1,960	Significant
H2	GPQ →GRI	0,248	4,228	1,960	Significant
H3	EA →GRI	0,383	4,888	1,960	Significant
H4	GPV →GT	0,294	4,334	1,960	Significant
H5	GPQ →GT	0,146	3,360	1,960	Significant
H6	EA →GT	0,568	8,522	1,960	Significant
H7	GT →GRI	0,229	2,602	1,960	Significant
H8	GPV → GT →GRI	0,067	2,176	1,960	Significant
H9	GPQ → GT →GRI	0,034	2,094	1,960	Significant
H10	EA → GT →GRI	0,130	2,440	1,960	Significant

Table 4: Hypothesis Testing Results
Source: Primer Data Processed, 2020

From the table above, the original sample value shows a positive relationship between variables, while the T-statistic is used to see the significance of the relationship between variables. The relationship is considered significant if the T-statistic > T-table (1,960), thus it can be concluded that H1, H2, H3, H4, H5, H6, H7, H8, H9, H10 can be accepted.

6. Discussion

Based on the results of the study, it is known that respondents are dominated by female with a percentage of 60.6%, age in the range of 20-30 years 71.3%, with the latest education of S1 62.5%, students / college students 41.3%, and the average monthly expenditure of going to a cafe is between IDR 100,000-IDR 500,000, it is amount 64.4%.

The results shows that green perceived value has a significant positive effect on green repurchase intention, it means that the higher the green perceived value of consumers regarding the Retrorika Coffee Bar & Resto, the higher the green repurchase intention of consumers. Rakhmawati et al. (2019) suggested that green perceived value not only can be an important determinant in maintaining long-term consumer relationships but will also play a key role in influencing repurchase intention, and the impact of green perceived value on green repurchase intention can be determined through consumers' general assessment of green perceived value of these products that will cause consumer repurchase intention (Rahardjo, 2015). The results of this study reinforce the research findings of Lam et al. (2016); Fauziyah and Hussein (2019); Aditi et al. (2020) who concluded that green perceived value has a significant positive effect on green repurchase intention.

The results shows that green perceived quality has a significant positive effect on green repurchase intention, it means that the higher the green perceived quality of consumers regarding the Retrorika Coffee Bar & Resto, the higher the green repurchase intention of consumers. Kresno and Wahyono (2019) suggested that green perceived quality can be improved by companies through the development of products that have green and high value attributes, so it will increase consumer repurchase intention and gain a competitive advantage, and green purchase intention is the willingness of consumers or someone who is interested in consuming the product which has environmentally friendly features compared to other products (Wulandari, et al., 2015). The results of this study strengthen the research findings of Kurniawati and Nina (2018); Pinaria et al. (2018) which concluded that green perceived quality has a significant positive effect on green repurchase intention.

The results show that environmental attitude has a significant positive effect on green repurchase intention, means that the higher the environmental attitude of consumers regarding the Retrorika Coffee Bar & Resto, the higher the consumer's green repurchase intention. May et al. (2012) explained that consumers who have an environmental attitude which is marked by several condition such as consumers feel the importance of promoting environmentally friendly living, consumers agree to environmental protection, consumers feel the need to increase awareness of the environment among the community, and consumers care about environmental protection issues. This can affect consumers repurchase intention of environmentally friendly products. The results of this study reinforce the research findings of Fatmawati (2019); Yona and Thamrin (2020) concluded that environmental attitude has a positive and significant effect on green purchase intention.

The results show that green perceived value had a significant positive effect on green trust, it means that the higher the green perceived value of consumers regarding the Retrorika Coffee Bar & Resto, the higher the consumer's green trust. Rahardjo (2015) explained that the effect of green perceived value on green trust can be determined through consumers' general assessment of the environmentally friendly benefits of certain products for the environment, in other way when consumers perceive certain products with a higher green value, consumers tend to believe the its product do not have negative impact for the environment. Sudita and Ekawati (2018) suggested that green perceived value provides more benefits for consumers, it will increase consumer trust in environmentally friendly products. The results of the study

reinforce the research findings of Chen and Chang (2012); Putra and Rastini (2017); Rakhmawati et al. (2019) concluded that green perceived value has a significant positive effect on green trust.

The result shows that green perceived quality has a significant positive effect on green trust, so that the higher the green perceived quality of consumers regarding the Retrorika Coffee Bar & Resto, the higher the consumer's green trust. Pinaria et al. (2018) suggested that trust is one of the factors that determines the company's current and future relationships with consumers. Green trust as a desire to depend on a product, brand, or service, based on expectations and beliefs because of its credibility, benefits, and environmental performance capabilities. Perceived quality is an assessment of the superiority and overall superiority of a product or service by users (Chen et al., 2015). The perceived quality improvement does not only increase consumer satisfaction but also increase consumer trust. Afendi (2019) stated that perceived quality can help to increase mutual trust between consumers and sellers. The results of the study reinforce the research findings of Gil and Jacob (2018); Ali et al. (2019) concluded that green perceived quality has a significant positive effect on green trust.

The results show that environmental attitudes have a significant positive effect on green trust, it means that the better the environmental attitudes of consumers, the more green trust of consumers on the Retrorika Coffee Bar & Resto. Nilasari and Kusumadewi (2016) suggested that the emergence of environmental attitudes is based on the belief that consumers have. Yona and Thamrin (2020) explained that environmental attitudes will have a positive impact on using environmentally friendly products and people who use environmentally friendly products are people who are accustomed to a healthy lifestyle. The result of this study reinforces the findings of Fatmawati (2019) which suggested that trust, concern or attention on environmental issues can affect environmental attitude.

The results show that green trust has a significant positive effect on green repurchase intention. It means that the higher the green trust of consumers in Retrorika Coffee Bar & Resto, the higher the green repurchase intention of consumers. Rakhmawati et al. (2019) explained that trust is an important factor in the repurchase intention process because in the trust there is a level of confidence to other parties who will act as expected, especially in green products, consumers will intend to buy certain products based on their environmental needs. The results of this study reinforce the research findings of Putra and Rastini (2017); Ali et al. (2019) which is concluded that green perceived quality has a significant positive effect on green trust.

The results show that green trust mediates the effect of green perceived value on green repurchase intention, it means that the better the green trust based on green perceived value, the more green repurchase intention of consumers on Retrorika Coffee Bar & Resto will increase. The results show that the indirect effect has a smaller value than the direct effect, so that green perceived value is able to directly influence the green repurchase intention variable without going through/involving green trust, and in this study green trust has an effect as a partial mediating variable. Pinaria et al. (2018) argued that trust is based on the belief that a trusted person will fulfill all his obligations properly and according to their expectations. The role of trust does not only have a direct effect on consumer repurchase intention but also can mediate the relationship between perceived value and repurchase intention. The results of this study reinforce the research findings of Sudita and Ekawati (2018); Kresno and Wahyono (2019) which concluded that green trust significantly mediates the effect of green perceived value on green repurchase intention.

The results show that green trust mediates the effect of green perceived quality on green repurchase intention, it means that the better the green trust based on green perceived quality, the more green repurchase intention of consumers to the Retrorika Coffee Bar & Resto. The results show that the indirect effect has a smaller value than the direct effect, so that green perceived quality is able to directly influence the green repurchase intention variable without going through / involving green trust, and in this study green trust had an effect as a partial mediating variable. Pinaria et al. (2018), argued that consumers' assessment of perceived quality will in turn lead to trust in the product so that it ultimately affects consumer repurchase intention, and the more positive the consumer's perceived quality is, the greater the consumer's trust and then it leads to the greater the chance for consumers to repurchase a product. The results of this study reinforce the research findings of Kresno and Wahyono (2019) which conclude that green trust significantly mediates the effect of green perceived quality on green repurchase intention.

The results show that green trust mediates the effect of environmental attitude on green repurchase intention, in other way the better the environmental attitude of consumers regarding the Retrorika Coffee Bar & Resto, the higher the consumer's green trust will be. The results show that the indirect effect has a smaller value than the direct effect, so that the environmental attitude is able to directly influence the green repurchase intention variable without involving green trust, and in this study green trust has an effect as a partial mediating variable. Consumers who have trust and concern for the environment will increasingly influence attitudes, and can lead to purchase intention of environmentally friendly products (Damayanti and Pantiana, 2013), therefore attitude, trust and environmental concern are important factors for consumers in considering purchase intention. The results of this study reinforce the research findings of Fatmawati (2019) which stated that consumers who have a high environmental attitude and trust in environmental protection issues are expected to increase purchase intentions of environmentally friendly products.

Covid-19 pandemic results in changes to the consumer behavior which effects in various kinds of businesses decreasing, including coffee shop. This is surely influential on the revenue and operational costs of a coffee shop administration process and it cannot be denied that Covid-19 has messed up cash flow, considering that during the pandemic, coffee shop income has decreased significantly.

7. Research Implications

The theoretical implication that can be conveyed is that the results of this study have shown that green perceived value, green perceived quality and environmental attitude have a positive and significant effect on green trust and green

repurchase intention. Furthermore, it is found that green trust plays an important role which not only has a direct effect on green repurchase intention but also significantly mediates the effect of green perceived value, green perceived quality and environmental attitude towards green repurchase intention. The results of this study also strengthen and support the results of previous studies related to green repurchase intention.

The practical implication that can be conveyed is that based on the results of this study, it is found that the important role of green trust is not only a direct effect on green repurchase intention but also partially mediates green perceived value, green perceived quality and environmental attitude towards green repurchase intention. All marketing efforts related to green perceived value, green perceived quality and environmental attitude are aimed at increasing consumer green trust because with the growth and high level of trust, green repurchase intention will automatically occur. Trust is one of the factors that determine consumer green repurchase intention because there is an emotional bond. Trust can make someone consistent to something that is considered in accordance with their expectations, including make loyal customers. Therefore, trust is very important for management to pay attention, and in order to build consumer trust, the Retrorika Coffee Bar & Resto should increase green perceived value, green perceived quality and environmental attitude.

The limitations of this study are as follows: (1) The research time is limited, because this research occurred at the time of the COVID-19 pandemic and the impact is that the research is not running properly, especially in terms of distributing questionnaires. (2) The limitation of operational costs in this study is a separate obstacle so that researchers need to limit the extent to which the research is carried out. (3) The data collection uses questionnaire, so that it has an impact on the honesty and the lack of understanding of respondents in understanding the question items on the questionnaire so that it is feared that the answers given are not quite correct.

8. Conclusions and Suggestions

Based on the research results, the following conclusions can be drawn: Green perceived value has a significant positive effect on green repurchase intention. The marketing strategy carried out through the creation of customer perceived value will provide value to consumers by offering benefits and tastes that are different from competing products and will increase repurchase intentions.

Green perceived quality has a significant positive effect on green repurchase intention. Consumers with the intention to buy are driven by perceived quality and the stronger a person's desire to repurchase, the more likely the consumer will repurchase.

Environmental attitude has a significant positive effect on green repurchase intention. Environmental attitude as an individual assessment of environmental protection that affects the mindset and consumers who have high environmental attitudes are expected to increase the purchase intention of environmentally friendly products.

Green perceived value has a significant positive effect on green trust. Consumers who already know information about the benefits obtained from using a product will create a trust and interest in the product.

Green perceived quality has a significant positive effect on green trust. Perceptions of quality can help increase mutual trust between consumers and sellers. The quality of environmentally friendly products that consumers perceive in a product will increase consumers' trust.

Environmental attitude has a significant positive effect on green trusts. Environmental attitude will have a positive impact on using environmentally friendly products and people who use environmentally friendly products are people who are accustomed to a healthy lifestyle.

Green trust has a significant positive effect on green repurchase intention. Shops or cafes that show that environmentally friendly activities will increase green trust and success in building green trust will reduce concerns that cause an increase in green repurchase intention.

Green trust mediates the effect of green perceived value on green repurchase intention. Green purchase intention of consumers towards environmentally friendly products will appear after consumers carry out an evaluation, where the green perceived value of a product has a role in shaping the value to be evaluated and can build the credibility of a company based on environmental awareness.

Green trust mediates the effect of green perceived quality on green repurchase intention. Green perceived quality can be improved through the development of products that have green attributes and high value and consumer trust can be increased by providing better product quality so as to increase consumer repurchase intention and gain a competitive advantage.

Green Trust mediates the effect of an environmental attitude on green repurchase intention. Consumers who have trust and concern for the environment will increasingly influence attitude, and it can lead to purchase intention of environmentally friendly products.

Based on the above conclusions, several suggestions can be put forward as follows: the management of the Retrorika Coffee Bar & Resto should continue to increase consumer trust in environmental awareness and be more aggressively engaged in green marketing, so that consumers will increasingly trust environmental performance that has been done so far can be trusted and has a positive impact for the preservation of nature. In addition, the researcher recommends that further researchers add the influence of other factors that affect green repurchase intention, for example green perceived risk.

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