Jurnal Komunikasi ISKI, Vol. 10 (2), 2025

J U R N A L
KOMUNIKASI
IKATAN SARJANA KOMUNIKASI INDONESIA

E-ISSN: 2503-0795
P-ISSN: 2548-8740

Brand Perception of *Kopi Kenangan* as Green Economy Brands in Sustainable Business Practices

http://dx.doi.org/10.25008/jkiski.v10i2.1243

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Submitted: June 11, 2025, **Revised**: August 26, 26 2025, **Accepted**: December 3, 2025
Accredited by Kemristekdikti No. 152/E/KPT/2023 until Vol 12(1) in 2027

Abstract - This study aims to analyze consumer perception of *Kopi Kenangan* as a green economy brand and its impact on loyalty as part of their sustainable business practices. With consumer awareness of sustainability increasing, this study examines how sustainability initiatives such as the use of eco-friendly materials, operational efficiency, and collaboration with local communities affect consumer perceptions. Using a qualitative approach, this study applies document analysis to company reports, media reports, and digital content used by *Kopi Kenangan* in communicating its sustainability commitments. The goal is to identify communication patterns and brand strategies that shape consumer perception of *Kopi Kenangan* as a green brand. The results of this research are expected to provide strategic input for startups and other F&B industry players in developing a sustainable and credible brand image in the eyes of consumers. The results of the study are expected to provide strategic insights for *Kopi Kenangan* to strengthen the brand's green image through a consistent and credible communication strategy, as well as make a theoretical contribution to the literature related to the perception of green brands in Indonesia. This research is also expected to serve as a reference for other brands that want to integrate green economy principles in their business strategies..

Keywords: Sustainable Purchasing Behavior; Green Economy Brand; Green Marketing Communication Strategy; Consumer Loyalty

Introduction

Sustainability has become a global issue driving significant changes in various industry sectors, including food and beverage. Modern consumers are now increasingly concerned about the environmental and social impact of the products they consume, thus encouraging brands to adopt environmentally friendly and sustainable business practices (Sarkis et al., 2019). In Indonesia, one example of a local brand that stands out in the implementation of sustainability strategies is *Kopi Kenangan.*

Kopi Kenangan has been committed to being a company that blends business practices with green economy principles through initiatives such as the use of environmentally friendly raw materials, energy efficiency, and local community empowerment. This strategy is in line with global trends that show that consumers are willing to pay more for environmentally friendly products, as shown in a Nielsen survey (2021) that 81% of consumers in Southeast Asia support products with minimal environmental impact.

However, while *Kopi Kenangan* has demonstrated a commitment to sustainability, a deep understanding of how consumer perceptions are formed and their impact on loyalty and purchasing decisions has not been widely explored scientifically. Consistent and credible sustainability communication is key to building consumer trust and avoiding skepticism about greenwashing, which is sustainability claims that are not supported by concrete evidence (Ottman, 2017).

This study aims to answer several important questions related to consumer perception of *Kopi Kenangan* as a green economy brand: (1) What is consumer perception of *Kopi Kenangan* as a green economy brand?; (2) What factors affect consumer perception of *Kopi Kenangan's* sustainability claims? And, (3) How does *Kopi Kenangan's* sustainability communication strategy affect consumer loyalty and purchasing decisions?

And the urgency of this research lies in the importance of understanding the factors that influence the success of sustainable business strategies in attracting modern consumers. With the increasing market demand for environmentally friendly products, this research will make a significant contribution in several aspects:

Theoretical Contribution: Filling the gap in the literature on consumer perception of green economy brands in Indonesia, especially in the food and beverage sector.

Practical Benefits: Provides strategic recommendations for *Kopi Kenangan* to strengthen its brand image as an entity that cares about sustainability.

Policy Relevance: Provides a basis for policymakers to encourage the adoption of green economy principles by other local brands.

With a holistic approach through mixed methods, this research is expected to not only provide in-depth theoretical insights, but also practical benefits for industry players.

Theoretical Frameworks

Green Brand Perception

Green brand perception is a consumer's response to the attributes and environmental image communicated by a brand, and is an important aspect of a sustainable marketing strategy. In the context of growing green marketing, understanding how this perception is formed is crucial. An article from Yang, Zhang, and Xu (2022) in PLOS ONE highlights the role of green brand image and green perceived value as two dominant factors influencing eco-friendly purchasing behavior. They show that the stronger the green image displayed by a brand, the more likely consumers are to trust the sustainability value of the product. In addition, the perceived value of consumers from sustainability aspects, such as energy efficiency, environmentally friendly materials, and production ethics is a key driver of purchasing decisions.

Meanwhile, the article from Ng et al. (2014) expands this discussion with an integrative approach on how green brand equity is formed. They emphasized that consumers' perception of the quality and credibility of conventional brands remains the cornerstone in shaping green brand equity. This means that a sustainability strategy is not enough just to present environmentally friendly attributes, but it must also be strengthened with a track record of quality and reputation that has been built beforehand. Consumers tend to judge green brands from two perspectives: actual (factual) sustainability and the credibility of the claims made. Therefore, building brand trust is the main requirement for brands to be able to maintain positive perceptions in the long term.

However, a major challenge arises when consumers start questioning the authenticity of the green claims made by brands. Javed et al. (2023) in their research highlighted the phenomenon of greenwashing that can significantly damage the perception of green brands. When consumers discover a mismatch between eco-claims and the company's actual practices, they experience green skepticism, which erodes credibility and loyalty. The study also confirms that consumers who have a high level of concern for the environment are actually more sensitive to greenwashing, and will respond negatively if they find dishonesty in sustainability communication. In this context, authenticity and consistency are key elements in maintaining a positive perception of green brands.

These three studies collectively show that green brand perceptions are not formed instantly or through just one dimension of communication. This is the result of a complex interaction between consumers' personal values, perceptions of brand credibility, clarity of green attributes communicated, and real experiences with products. In a highly open and fast-paced digital environment, the challenge for brands is to maintain consistency between the sustainability message communicated and their

tangible actions on the ground. Today's consumers demand greater transparency and concrete evidence of the green claims made by companies.

Overall, the current discussion of green brand perception emphasizes that a successful approach is one that integrates sustainability values into all aspects of business and brand communication. Brands like *Kopi Kenangan* that seek to showcase their identity as a green brand must not only rely on marketing campaigns, but also build credibility through consistent, measurable, and verifiable practices. Given the public's sensitivity to the issue of greenwashing and increasing sustainability literacy, a deep understanding of the perception of green brands is becoming increasingly important in crafting communication strategies and building long-term relationships with consumers.

Brand Meaning

The concept of Brand Meaning introduced by Jennifer Aaker (1997) views brand as a system of meaning that is formed through the interaction between companies, consumers, and culture. Aaker states that brands not only have functional attributes, but also contain symbolic and emotional dimensions that are actively interpreted by consumers. Within this framework, the meaning of a brand is not only shaped by companies through advertising and marketing communications, but also by how consumers interpret and live the brand in their daily lives.

When it comes to the context of green brands, this theory becomes very relevant. Companies that position themselves as green brands are not enough to simply convey sustainability messages through visual symbols or environmental claims in their campaigns. Consumers actively play a role in confirming, rejecting, or even reinterpreting such messages based on their personal values, experiences, and perceptions of environmental issues. This is where the importance of consumer involvement in shaping the meaning of green brands socially.

In the case of *Kopi Kenangan*, their sustainability strategies, such as the use of eco-friendly materials, working with local farmers, and reducing plastic waste, will only be meaningful if consumers truly capture, accept, and associate those values with the brand identity. Environmentally conscious consumers will be important actors in interpreting and spreading the narrative that *Kopi Kenangan* is a green brand. They not only act as passive buyers, but also as agents of meaning who can reinforce or even shape public perception through personal experiences, reviews on social media, and repeated purchase decisions.

The meaning of the green brand *Kopi Kenangan* is ultimately co-constructive: formed through the exchange of meanings between the company and its consumers. Therefore, an effective sustainability communication strategy must recognize the active role of consumers in this process. *Kopi Kenangan* not only needs to convey the message that they care about the environment, but also create a space for dialogue and experiences that allow consumers to engage emotionally and symbolically in the brand's story. In line with Aaker, building a strong brand sense means building meaningful relationships with consumers, especially those that align with sustainability values.

Material and Methodology

This research uses a qualitative method with a document analysis approach to understand how *Kopi Kenangan* builds and communicates its identity as a green economy brand. Due to time and resource constraints, the study did not involve interviews or surveys, but instead relied entirely on secondary data. These data sources include company sustainability reports, official websites, online media articles, social media content, as well as scientific publications or journals relevant to the theme of brand communication and sustainability.

The selection of documents is carried out purposively based on three main criteria, namely, 1. Thematic relevance, i.e. the document must directly address *Kopi Kenangan's* sustainability practices or public perception of their brand image. 2. Credibility of the source, the document must come from a trustworthy source such as national media, official company reports, or reputable scientific journals. And 3. Up-to-date, the documents analyzed are prioritized from the 2022–2024 period to match the context of the latest brand communication.

Through an initial screening of more than 20 documents, five main documents were finally selected as the analysis unit, namely: (1) Marketing Creative article (2023) about *Kopi Kenangan's* sustainability strategy; (2) Frontier Enterprise (2023) coverage of data-driven digital campaigns by *Kopi Kenangan;* (3). Wulandari & Calista (2022) scientific article on customer experience and

purchase decisions. 4. Journal article Simanjuntak & Djumarno (2023) on the influence of brand image on customer satisfaction. And 5. Internal/external report from the official website of *Kopi Kenangan* regarding their commitment to become a sustainable F&B company by 2030.

The analysis was conducted using a thematic analysis approach, to identify communication patterns, sustainability narratives, and consistent green branding strategies across various media. The main focus in the analysis is the consistency of the message, the frequency and emphasis on sustainability issues, as well as how *Kopi Kenangan* positions itself as a brand that cares about environmental and social aspects.

To maintain the validity of the data, source triangulation is carried out, which is comparing messages from different types of documents and platforms to ensure consistency of content and find differences in perception or framing. With this approach, the research can capture how the *Kopi Kenangan* brand is strategically managed to build perception as a green economy brand.

Result and Discussion

Following the thematic analysis of the five selected documents related to *Kopi Kenangan's* sustainable branding efforts, several key patterns emerged. These findings provide a comprehensive view of how the brand constructs and communicates its identity as a green brand through its environmental initiatives, marketing narratives, and consumer engagement strategies. The analysis reveals not only the brand's outward-facing sustainability claims but also the responses, interpretations, and meanings that consumers attach to those efforts. It becomes evident that the perception of *Kopi Kenangan* as a green brand is co-produced between the company and its audience.

This section of the discussion aims to interpret those patterns more critically by drawing upon relevant literature and theoretical frameworks. By connecting empirical themes with broader concepts such as green brand trust, emotional brand engagement, and green communication authenticity, the discussion will provide deeper insight into how sustainable practices influence brand perception and consumer loyalty. In doing so, it positions *Kopi Kenangan* as a case study for understanding the evolving relationship between sustainability and brand value in the modern consumer landscape.

Kenangan Brands' Commitment to Business Sustainability

Kenangan Brands, which evolved from *Kopi Kenangan*, has set a pretty serious target to become a sustainable and profitable company by 2030. To achieve this, they introduced the 2030 Memories Sustainability Journey, which is described as their commitment to sustainability. Edward Tirtanata, CEO of *Kenangan* Brands Group, emphasized that being a sustainable company starts with profitability, with the need for a holistic strategy to ensure the business can develop into a sustainable realm. This strategy involves implementing environmentally friendly operations with a primary focus on achieving zero Waste to Landfill. The hope is that by 2030, *Kenangan* Brands will succeed in preventing operational waste from reaching landfill by reducing waste and collaborating with trusted partners for recycling. This trip is an integral part of the company's efforts to fulfill its obligations in good corporate governance and business ethics, which support its plans to become a public company.

Sustainability as the Core of Brand Meaning

In the context of *Kopi Kenangan*, sustainability is not just an additional strategy, but part of the brand's main narrative. This strategy is represented through four main pillars: Happy People, Protect Our Planet, Great Coffee, and Strong Communities. This strategy is not only an internal policy, but it is communicated consistently as part of the brand identity. Consumers are catching that sustainability is a core value, not a seasonal gimmick.

By applying the Triple Bottom Line principle (Elkington, 1994), *Kopi Kenangan* builds a brand narrative that not only pursues profit but also prioritizes people and the planet. Consumers then perceive these brands as a representation of a responsible lifestyle, which gives social and ecological meaning to their every transaction.

The meaning of a brand's sustainability is not built solely on what the company says, but rather from a consistent alignment between the sustainability claims and the concrete actions the company takes. If a brand often claims that they care about the environment, for example, using eco-friendly materials or supporting local communities, but there is no real evidence in their practices, then those claims are considered empty and could lead to consumer skepticism or even accusations of

greenwashing. On the other hand, when what is conveyed is in accordance with what is done, then consumer trust (brand trust) in the brand arises.

In the context of *Kopi Kenangan*, their brand forms a sustainability identity through four pillars: Happy People, Protect Our Planet, Great Coffee, and Strong Communities. This is not just a slogan, but a real strategy that is publicly implemented and reported. For example: working with local coffee farmers, using eco-friendly packaging, and having waste reduction initiatives.

So, the sustainability meaning of the *Kopi Kenangan* brand is built consistently through a balance between what they claim and the actual practice. This forms the basis of consumer trust, which is essential for long-term loyalty and support. This shows that sustainability is not just added value, but the core meaning of brand identity felt by consumers.

Consumer Trust in Green Brand Narrative

Trust is a crucial element in the perception of green brands. Today's consumers do not easily believe in sustainability claims without transparency and evidence. *Kopi Kenangan* has successfully built trust through media reporting, collaboration with local farmers, and waste reduction programs. Simanjuntak and Djumarno's (2023) article shows that brand image associated with social and environmental values has a significant influence on consumer loyalty and satisfaction.

In addition, a study by Testa et al. (2022) in PLOS ONE states that "green trust is cultivated when environmental claims are supported by product performance and verifiable sustainability actions." This means that the perception of green becomes strong if the sustainability narrative is aligned with the real experience of consumers. This means that consumers will build trust in green brands only if what the company promises is proven in product experience and verifiable real sustainability actions.

In the context of *Kopi Kenangan,* we can see that the sustainability meaning of these brands is not formed only from marketing campaigns or branding narratives, but from the systemic integration between sustainability strategies and their business operations. Their four pillars of sustainability; Happy People, Protect Our Planet, Great Coffee, and Strong Communities, form the foundation that guides all of their strategic decisions, from upstream to downstream.

For example, under the Protect Our Planet pillar, *Kenangan* Brand is actively reducing the use of single-use plastics, and introduced the *Kenangan* Circular program that encourages the recycling and reuse of packaging. Consumers not only see these messages on social media, but also experience firsthand how their packaging changes and are informed in stores or through apps. These are real-life experiences that support sustainability claims.

On the other hand, Happy People and Strong Communities show *Kenangan's* social investment in the well-being of local employees and coffee farmers. Consumers, especially those who are socially and environmentally conscious, not only read stories about these impacts, but also feel them in their interactions with brands: from more humane service, to the transparency of the origin of the coffee they consume.

This consistency forms an authentic and trustworthy "green brand meaning", which is the main differentiator of *Kopi Kenangan* in the increasingly saturated F&B market. Within the framework of Green Brand Equity (Gürhan-Canli & Batra, 2004; Ghosh, 2022), positive perceptions of consistent green practices will increase brand trust, brand attachment, and ultimately loyalty.

The Role of Consumers in Shaping and Disseminating Perceptions

Consumers of *Kopi Kenangan* play an active role in shaping the perception of green brands. Through social media, product reviews, and other digital interactions, they help disseminate the sustainability narrative. Positive experiences—both on product quality and interaction with brands—become material for consumers to strengthen their brand image in their community.

Ghosh & Biswas (2023) explained in their study that "in the digital economy, brand perception is a co-created reality, shaped by consumers' digital behaviors and brand storytelling synergy." In this context, *Kopi Kenangan* not only creates messages, but also provides interaction spaces, such as Instagram Stories, interactive content, and rewards for consumers who share stories about sustainability.

In today's digital ecosystem, the perception of brands is no longer top-down or completely controlled by companies. Conversely, as explained by Ghosh & Biswas (2023), brand perception is

the result of co-creation between the narrative built by the brand and the consumer's interaction with that narrative. This is very relevant to *Kopi Kenangan's* digital communication strategy, especially in the context of their green branding.

Kopi Kenangan not only spreads the message of sustainability through official channels such as Instagram, but also encourages the active participation of consumers in distributing and amplifying the message. Features like Instagram Stories, interactive polls, and reward systems for consumers who share eco-friendly content. All of these serve as a medium to strengthen engagement while expanding the sustainability narrative organically.

This shows that the perception of the green economy brand *Kopi Kenangan* is formed not only from what the brand says, but also from what its consumers do and voice. Consumers feel part of the sustainability story, and this engagement psychologically increases a sense of belonging and encourages loyalty.

In addition, when consumers actively share their experiences with sustainable products (such as the use of recycled cups, participation in eco-friendly discount programs, or stories about the brand's social policies), they are also forming and expanding green brand meaning in the public sphere. This process creates "brand communities" that share the same values and concerns about sustainability issues.

Thus, through this co-creation approach, *Kopi Kenangan* strategically leverages the power of consumers as brand advocates in shaping public perception of their sustainability value.

Challenges in the Consistency and Credibility of Green Narratives

Although most consumers' perceptions of *Kopi Kenangan* are positive, some articles note the challenges in maintaining a green narrative. When there is a mismatch between claims and actions, the risk of greenwashing will arise. This is important because a survey from the European Consumer Organization (2020) states that 42% of consumers feel skeptical of green claims due to a lack of evidence or transparency.

In the case of *Kopi Kenangan*, maintaining consistency between messaging and practice, as well as publicly reporting sustainability progress, is an important step so that the green perception remains credible and does not lose momentum.

One of the main challenges in green branding strategies, including those faced by *Kopi Kenangan*, is maintaining consistency between sustainability narratives and real practices on the ground. When consumers discover a discrepancy between what is claimed and what is perceived or observed, the risk of greenwashing—that is, false imagery as if the brand cares deeply about the environment—will arise and undermine the trust that has been built.

Greenwashing is not only a reputation issue, but also has a direct effect on brand equity. According to an article by de Jong et al. (2020), today's consumers have extensive access to information, and they are increasingly skilled at distinguishing between real commitments and simply green promotions. If *Kopi Kenangan* fails to demonstrate transparency—for example, in reporting carbon emissions, raw material sources, or recycling systems—consumers can feel skeptical and even disappointed. A survey from the European Consumer Organization (2020) shows that 42% of consumers doubt sustainability claims due to the absence of concrete evidence.

In addition, the literature from Song & Kim (2022) confirms that the perception of greenwashing has a negative impact on brand loyalty, especially in the segment of young consumers who are emotionally and ideologically strongly tied to environmental issues. Therefore, transparency, periodic reporting, and consumer involvement in the sustainability process are crucial elements to maintain the credibility and continuity of the green narrative.

In the context of *Kopi Kenangan*, sustainability strategies that have been carried out such as "Protect Our Planet" or "Circular Memories" must be communicated not only as jargon, but through evidence-based storytelling, for example, annual sustainability reports, documentation of raw material journeys, to real collaboration with farmers and local communities.

Emotional and Ethical Appeal in Consumer Choice

Finally, the perception of green brands is not only rational, but also emotional and moral. Many consumers respond positively because they feel that buying from a brand like *Kopi Kenangan* is an ethical act that aligns with their personal values. A study by Haws et al. (2014) in the Journal of

Consumer Psychology states that "green consumption decisions are frequently motivated by a desire to fulfill moral obligations and express identity."

These emotions are then amplified by social and community campaigns carried out by *Kopi Kenangan*, such as support for local farmers or plastic reduction campaigns. These elements form the "psychological bond" between the consumer and the brand, which is the foundation of long-term loyalty.

When consumers choose products from green brands like *Kopi Kenangan*, the decision is not only triggered by rational considerations such as product quality, price, or convenience but also by the emotional drive and moral values that the consumer himself has. This means that the perception of green brands is multidimensional, including cognitive, affective, and ethical aspects.

In the study of Haws et al. (2014), it was explained that green consumption decisions are often driven by the need to fulfill moral obligations and express one's identity. Consumers want to feel that they are part of the solution to the environmental crisis, and they see consumption activities as a way to live those values. So, when *Kopi Kenangan* expresses its commitment to sustainability such as through the Protect Our Planet initiative or collaborations with local coffee farmers it not only reinforces the value of the brand proposition but also triggers an emotional resonance with environmentally conscious consumers.

The perception that buying coffee from *Kopi Kenangan* is a form of contribution to ethical and sustainable business practices gives consumers a sense of pride and personal satisfaction. This is what distinguishes green brands from ordinary brands because the relationships created are not only transactional, but also value-based and identity-based.

Furthermore, in the context of Indonesia where people are starting to show ethical consumption trends, the narrative that "every cup of coffee also contributes to positive change" has become a strong attraction. If *Kopi Kenangan* manages to maintain consistency between its values and practices, it will be stronger and create value-based loyalty, one that is more durable than price-based or trend-based loyalty.

In summary, *Kenangan* Brands has clearly articulated its strategy and implemented a wide range of practices aimed at sustainability and social responsibility, which are in line with the principles of the green economy. These initiatives are part of their overall vision for the future and could influence the way consumers perceive the brand, potentially contributing to the perception of *Kenangan* Brands as a responsible and sustainable business in line with the principles of the "Green Economy", although the direct measure of this particular aspect of public perception is not detailed in the sources provided. Their current general brand image and strong market position provide a foundation that can be used to build perceptions regarding their sustainability efforts.

Conclusion

This study found that the perception of the *Kopi Kenangan* brand as a green economy brand is formed through consistency between sustainability claims and actual practices. Through programs such as Protect Our Planet and digital campaigns that promote sustainability values, *Kopi Kenangan* is actively shaping its image as a brand that cares about the environment. Consumers, in this case, play a role not only as recipients of information, but also as parties who interpret and give legitimacy to the green image. In terms of brand communication, the success of *Kopi Kenangan* in maintaining cohesion between brand values and customer experience is the key in building green brand trust. This is in line with the findings from Wahid & Ahmed (2023) that cohesion between sustainability narratives and corporate actions increases trust in green brands. In the case of *Kopi Kenangan*, the consistency of sustainability messages raised in social media, marketing campaigns, and the selection of environmentally friendly packaging strengthens this perception in the eyes of consumers.

In addition, the perception of green brands is emotional and moral. Consumers not only see the functional benefits, but also absorb the symbolic meaning of green consumption. Buying coffee from brands such as *Kopi Kenangan* is considered a form of participation in the social and environmental change movement. This strengthens the argument that green brands do not only sell products, but also sell values (Haws et al., 2014). However, there are challenges that arise, especially in maintaining the authenticity of the green messages communicated. The risk of greenwashing is an important highlight, especially if there is a mismatch between claims and practices. Therefore, sustainability should not only be used as a communication strategy, but must be the core strategy of the business itself.

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