



THE INFLUENCE OF ENVIRONMENTAL CONCERN, CONVENIENCE, AND TRUST ON PURCHASE DECISION: MEDIATING ROLE OF PURCHASE INTENTION

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Environmental concerns, convenience, and trust in buying decisions are all significant aspects of influencing consumer purchasing decisions in the modern period. Hence, they must be addressed in fundamental marketing techniques. This study sought to explain the direct influence of environmental concerns, convenience, trust, and purchase intention as mediating variables in the purchasing decision. The respondents in this study are SaladStop customers in Jakarta. This study's sample size is 160 respondents, who were selected using a purposive sampling technique and a Likert scale questionnaire using SmartPLS. This study's limitation is the quantity of sample only 160 respondents with only customers that ever consumed the product SaladStop. The study confirms that environmental concern, convenience, and trust have a positive and significant impact on purchase intention, and purchase intention has a positive and significant as mediating effect of trust on purchase decision.

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INTRODUCTION

The global fast-food industry was valued at over USD 539.63 billion in 2016 and is expected to grow at a compound annual rate of over 4.2 percent, reaching more than USD 690.80 billion by 2022. This expansion is fueled by strong competition among top global fast-food brands, along with the rise of online ordering, drive-thru options, and app-based delivery services (Slack et al., 2020).

The fast-food market in developed countries has reached a saturation point. As a result, global fast-food companies seeking to boost sales have recently shifted their focus to developing countries. Aggressive marketing tactics employed by Western fast-food companies have significantly altered traditional eating habits and increased the demand for the products in these regions (Slack et al., 2020).

Through the rapid pace of globalization and technological advancements, urban communities are experiencing increased mobility

and speed (Yesenia & Siregar, 2016). The fast-food market is developed. The fast-food market in developed countries has reached a saturation point. As a result, global fast-food companies seeking to boost sales have recently shifted their focus to developing countries.

The rising obesity rates have become a public health issue in Indonesia, particularly among urban workers who tend to have less active lifestyles and unhealthy eating habits. According to a survey conducted by RISKESDAS, Obesity rates are highest among civil servants, military personnel, police officers, and employees of state-owned enterprises, reaching 33.7 percent across these groups

Private sector employees follow this at 21.8 percent, agricultural workers or farmers at 12.7 percent, fishermen at 15.7 percent, and laborers at 21.8 percent (Rosmiati et al., 2023).

A survey on Indonesia's health in 2023 revealed that 96.7 percent of the Indonesian population has an eating pattern that rarely

includes vegetables and fruits. This data suggests that if healthy lifestyle habits aren't quickly prioritized, Indonesia may face challenges in reaching its vision of a "golden generation" by 2045. The survey also noted a high incidence of central obesity among the 15 to 24-year-old age group, with a percentage of around 8.3 percent to 9.2 percent in men and 23.4 percent to 24.7 percent in women. Obesity is generally more prevalent in men, so it is advised to be cautious if the waist circumference exceeds 90 centimeters, while for women, it is concerning if it exceeds 80 centimeters (Sagita, 2024).

According to Humas Fraksi PKS, (2023) the majority of Indonesians are unable to access a balanced or healthy diet due to the generally high food prices. To purchase food that meets nutritional needs in Indonesia requires approximately IDR 22,126 per day or IDR 663,791 per month. However, 68 percent, or about 183.7 million Indonesians, have monthly expenditures below this amount, meaning they struggle to meet their nutritional needs. According to World Bank standards, ideally, food expenditure should not exceed 52 percent of a household's total expenditure.

Understanding the importance of healthy food can lead to increased consumer awareness about health and a desire to enhance their quality of life. As a result, individuals recognize the significance of selecting high-quality and safe food options, understand their role in improving personal well-being, and reduce the risk of lifestyle-related diseases such as diabetes and heart disease (Savelli et al., 2023).

Recently, the acceptance of organic food products has surged significantly due to consumer concerns about nutrition, health, and the environment. Factors such as rising per capita income, incidents of food poisoning, and increasing health and nutritional issues are driving the demand for organic food. The organic food and beverage market was worth \$188.35 billion in 2021 and is projected to expand at a compound annual growth rate (CAGR) of 13.0% from 2022 to 2030 (Prakash et al., 2023).

According to Prakash et al., (2023) environmental concern, convenience, and trust are incorporated into the Theory of Planned Behavior framework because global consumers are increasingly attentive to environmental issues and seek information about products, processes, and brands that impact the environment. This concern creates a willingness to purchase organic food. Additionally, the convenience of buying organic food plays a crucial role in influencing consumer purchasing behavior.

SaladStop is Asia's largest healthy food chain that adheres to the principle that healthy eating is a fundamental right for every individual. They want to present a new concept for salads and

fast food, emphasizing transparent, trusted and authentic consumption (KOMPAS, 2023).

This research will examine SaladStop which has the determination to continue its journey by presenting innovative menus that suit market needs and demands. One example is Wild Wild Chicken, a variant that can be enjoyed in two serving options, namely salad and wrap. As the name suggests, this menu combines organic salad with grilled chicken that has been smoked for three hours (Ermaningtiastuti, 2024).

This study will explore environmental concern, which refers to the extent of an individual's awareness and feelings about environmental issues, focusing on reducing these problems and supporting environmental conservation efforts (Prakash et al., 2023). Convenience is described as the ease of conducting transactions, a factor that is increasingly important to buyers (Prakash et al., 2023). Trust is the confidence that service providers are reliable and can fulfill their promises. Trust is a fundamental element in any relationship (Prakash et al., 2023).

The perceived value of a product shapes a consumer's decision to buy; they're more inclined to make a purchase when they feel the benefits surpass the effort needed to acquire it. Thus, purchase intention serves as a key motivator in the decision-making process. (Merabet, 2020).

The purpose of this study is to determine the effect of environmental concern on the purchase intention of SaladStop customers, to determine the effect of convenience on the purchase intention of SaladStop customers, to determine the effect of trust on the purchase intention of SaladStop customers, and to determine purchase intention mediates the effect of trust on the purchase decision of SaladStop customers.

Environmental Concern

Concern for the environment reflects the extent to which a person is emotionally engaged with environmental issues, including efforts to address and mitigate their impact. Individuals engage in pro-environmental actions to fulfill their desire to protect and preserve the environment (Prakash et al., 2023).

Environmental concern includes a range of issues like resource depletion, pollution, climate change, and the sustainability of goods and services. Marketers can successfully appeal to eco-conscious consumers by raising environmental awareness and showcasing the positive impact their products and services have on the environment (Lopes et al., 2024).

Environmental concern refers to how aware individuals are of environmental issues and their willingness to support initiatives to address

these problems or contribute to solutions. This concern can shape consumer attitudes toward a product (Jonathan & Tjokrosaputro, 2022).

The increase in production, consumption, and waste has led to air, water, and soil pollution, thereby heightening environmental concerns among consumers. Environmental concerns can significantly impact consumer decision-making and serve as a predictive factor driving the purchase of environmentally friendly products (Jonathan & Tjokrosaputro, 2022).

Environmental concern encompasses worries related to the preservation of the earth, maintaining the environment, and ensuring that resources are conserved to prevent negative impacts on future generations. It reflects the extent of an individual's awareness of environmental issues and their willingness to participate in environmental preservation efforts (George et al., 2023).

Convenience

Service convenience explains how customers evaluate the time and effort involved in buying or using a product or service. A convenient product is created to reduce the time and effort needed for customers to acquire and utilize it. Convenience is essentially the consumer's view of the time and effort they save when using a service (Dalilati Prabarini et al., 2022).

Convenience refers to the ease of conducting transactions, and buyers' interest in convenience is increasingly growing, along with the conditions where a person feels safe, calm, and free from pain or discomfort. Convenience can refer to various aspects of life, both physical and emotional (Prakash et al., 2023).

According to Shamsi et al., (2023) Convenience involves the time and effort consumers save when purchasing and using services. Consumers make decisions based on how much control they feel they have over managing, implementing, and adjusting their time and effort to achieve their goals in accessing and using these services.

Convenience aims to reduce the effort needed, thereby lightening a person's workload. As a result, the technology used is expected to foster a positive view of future technological advancements. The ease of use of technology reflects how strongly someone believes that it can be easily understood and utilized (Citaningtyas Ari Kadi et al., 2023).

Trust

According to Prakash et al., (2023) trust is defined as the confidence given to customers by providing reliable services that fulfill customer promises. Trust is a crucial aspect of a

relationship, serving as a mechanism to reduce perceived risks in transactions with the expectation of positive outcomes and behavior.

Trust is established when a reliable and honest working relationship is formed, serving as the foundation for creating mutually beneficial relationships between parties, such as the customer's belief or trust that the restaurant will consistently provide a quality experience in terms of food, service, and atmosphere, in line with their expectations (Kojongian & Ariadi, 2024).

Trust is the belief in relying on a partner in an exchange, based on their integrity and consistency. This trust is crucial when buyers and e-retailers are physically distant, and legal protections are not clearly defined. Online retailers implement various strategies, including leveraging the country-of-origin signal, to build trust among consumers (Bhattacharya et al., 2022).

Social media greatly influences consumer marketing experiences and plays a key role in fostering brand trust. Building trust and nurturing commitment are essential for establishing lasting relationships between businesses and consumers. Effective interactive communication, personalized product offerings, diverse product choices, transparent pricing, and a strong understanding of brand heritage significantly contribute to nurturing these relationships (Salhab et al., 2023).

Purchase intention

According to Komalasari et al., (2021) intention represents an individual's motivation to deliberately plan an action or behavior, such as planned behavior, which has been effectively used to predict and explain shopping behavior that occurs when customers consciously decide to purchase a product, referred to as purchase intention.

Purchase intention, or buying interest, reflects consumers' attitudes and level of commitment to making a purchase. This interest arises from a thought process that shapes consumer perception. Formed through previous purchases, buying interest generates motivation that is ingrained in the consumer's mind, becoming a habitual activity to fulfill a need, thereby actualizing their thoughts. Consequently, buying interest manifests during the purchasing decision-making process.

Purchase intention represents the consumer's plan to buy a product, including the desire to make repeat purchases from the same company. It is a valuable tool for predicting the purchasing process, indicating the potential impact of specific consumer behaviors (Bethari Shakuntala, 2023).

Purchase intention is a condition where a person has not yet made a purchase decision because a thought process occurs that produces consumer perception and can create motivation recorded in the consumer's mind, becoming a consistent activity to fulfill a need (Romadhoni et al., 2023).

Purchase intention refers to a predictive factor that influences consumer behavior, particularly their tendency to complete transactions online. Interactions on social media and the internet contribute to the perceived value of fashion products, offering consumers an immersive experience, and fostering their ongoing desire to purchase fashion items through social e-commerce platforms (Nurillah et al., 2022).

Purchase Decision

According to Komalasari et al., (2021) a purchase decision involves the process where customers are motivated to recognize their needs, generate options, and select a specific brand or product. This encompasses a series of choices made before the actual purchase, including where to buy certain products, which brand or model to choose, the timing of the purchase, the amount to spend, and the preferred payment method, along with other considerations.

A purchase decision involves the deliberate actions of consumers in selecting a product they perceive as the best solution for their specific needs and desires. Consumers tend to use social media platforms to gain comprehensive knowledge, indicating a strong tendency towards information-seeking behaviour. Consequently, companies must gather detailed data to meet consumer demands for information about the products they are interested in (Bethari Shakuntala, 2023).

According to Hanaysha, (2022), a purchase decision is the act of choosing a particular product or service offered by a company over those offered by its competitors. The purchase decision refers to the process where consumers select a specific product or service from several alternatives presented by different companies or brands.

The decision to make a purchase is affected by several factors, including financial conditions, technology, politics, pricing, geographical location, and promotional efforts. These factors collectively shape consumer attitudes, guiding them to process information and make purchasing choices based on their preferences for a specific product (Saputra & M Ridho Mahaputra, 2022).

Hypothesis Development

Influence Environment Concern on Purchase Intention

Prakash et al., (2023) shows that environmental concern significantly influences

purchase intention, particularly when customers choose organic products out of a desire to protect the environment for future generations. Jonathan & Tjokrosaputro, (2022) found that environmental concern positively affects the purchase intention of organic food. Consumers' concerns about environmental issues shape their attitudes toward organic products, often viewing organic food as a socially responsible and environmentally friendly choice.

Fachrurazi et al., (2022) demonstrated that environmental concern significantly impacts purchase intention, driving sales in medical companies as people are increasingly motivated by practical, inspiring factors. Qomariah & Prabawani, (2020) stated that environmental concern is a psychological response to environmental issues, influencing individual attitudes and beliefs about environmental problems.

Vania dan Ruslim, (2023) reinforced previous findings, showing that individuals with high environmental awareness are more likely to buy eco-friendly beauty products to demonstrate their genuine commitment to protecting the environment.

H₁: Environmental concern positive and significant effect on the purchase intention

Influence Convenience on Purchase Intention

Research by Prakash et al., (2023) shows that convenience has a significant impact on customers' purchase intentions before buying organic products, as they find the purchasing location comfortable.

Palazzo et al., (2021) also found that convenience significantly affects customers' purchase intentions before booking hotels in London and New York, as all the necessary information is available on the official website or hotel booking app. Tan, (2022) indicates that convenience has a significant influence on purchase intentions because consumers feel comfortable, which ultimately increases sales at 99 Speedmart in Malaysia.

Nabilatul Nabilatul Farachiyah et al., (2020) explain that convenience is crucial for service providers, as offering good convenience can enhance profits and image. For example, making it easier for customers to choose airport train services can boost their purchase intentions.

The study by Wirawan et al., (2021) reinforces previous findings that both in-store and online shopping that offer ease in finding and accessing products are key benefits of online shopping. Although consumers are often faced with time constraints in decision-making, many e-commerce companies provide decision-support tools that facilitate information search and help

consumers make purchase decisions more comfortably, which ultimately enhances their purchase intentions.

H₂: Convenience positive and significant effect on the purchase intention

Influence Trust on Purchase Intention

Research conducted by Prakash et al., (2023) proves that trust significantly affects purchase intention among customers before buying organic products because customers feel confident that the products are of good quality.

Research by Kojongian & Ariadi, (2024) also demonstrates that trust positively impacts purchase intention in online shopping, as trust makes consumers feel secure and confident that the products they purchase will meet their expectations, transactions will proceed smoothly, and their personal data will be protected. With high trust, customers are more likely to make purchases and even become loyal customers.

Another study by Salhab et al., (2023) proves that trust significantly affects purchase intention because it can influence a person's search for information about a product they want to buy on social media. Research by Bhattacharya et al., (2022) explains that customer trust can enhance sales force satisfaction and foster a positive perception of the purchased products.

Trust enhances customer loyalty and promotes the intention to make repeat purchases, ultimately resulting in actual buying decisions from sellers that customers know and trust. Earlier research has pointed out that a deficiency in trust is a significant barrier to online shopping.

Research by Solihin, (2020) further supports previous findings, showing that customer trust has a positive and significant impact on purchase interest. This means that the higher the level of customer trust, the greater their interest in purchasing. Positive trust greatly influences consumers' interest in online shopping, as they believe that sellers can conduct their business effectively and are trustworthy to deliver products that meet expectations. This can enhance customer purchase interest sustainably.

H₃: Trust positive and significant effect on the purchase intention

Influence Purchase Intention on Purchase Decision

Research conducted by Komalasari et al., (2021) demonstrates that purchase intention significantly impacts purchase decisions made by customers in the e-commerce industry in Indonesia because purchase intention reflects consumers' willingness and readiness to make a purchase. When consumers have a strong intention to buy a product, they are likely to take further steps, such as seeking additional

information, comparing options, and eventually deciding to purchase. In e-commerce, ease of access and available information often accelerate the transition from purchase intention to purchase decision, especially when factors like price, product reviews, and trust in the seller support that intention.

Research by Bethari Shakuntala, (2023) also shows that purchase intention significantly affects purchase decisions among customers of Mixue in Indonesia because purchase intention reflects customers' willingness and commitment to buy the product. When customers intend to buy ice cream, they have to undergo a process of thinking and evaluation that makes them more prepared to make a purchase. Purchase intention serves as a crucial step before the actual purchase takes place.

Another study by Romadhoni et al., (2023) proves that purchase intention significantly influences purchase decisions in social media marketing because purchase intention reflects consumers' seriousness about buying a product. On social media, various factors such as advertisements, user reviews, interactions with the brand, and recommendations from friends or influencers can reinforce that purchase intention. H₄: Purchase Intention positive and significant effect on the purchase decision

Influence Purchase Intention mediate the effect of Trust on Purchase Decision.

Research by Solihin, (2020) found that purchase intention can mediate the influence of trust on the purchasing decisions of Mikaylaku online shop customers because purchase intention acts as a bridge between consumer trust and the final decision to buy. According to Putri et al., (2023) in the shampoo, industry stated that purchase intention mediates trust in purchasing decisions, as high consumer trust in the product increases purchase intention and purchasing decisions. Based on the research findings, trust in purchasing decisions through purchase intention as a mediating variable has a positive influence.

Research by Aditria et al., (2023) states that a high level of consumer trust in the brand creates confidence and security in purchasing the product or service.

H₅: Purchase Intention mediate the effect of Trust on Purchase Decision.

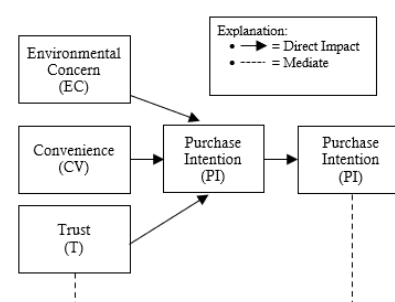


Figure 1. Research Model

METHOD

The population in this study is the consumer salad stop in Kota Jakarta. This study used non-probability sampling using purposive sampling techniques with certain considerations because this research sample is a person who meets the criteria is people who have consumed or purchased the product that Salad Stop sold at least once in the past six months, occupation, age, residence and education (bougie dan sekaran, 2019).

The sample used in this study was 160 respondents (kock, 2018). The data collection method is the method of questionnaires. This questionnaire consisted of 20 research instruments and was measured using the Likert scale (cahyana et al., 2020).

The collected data will be analyzed using Smart-PLS 4.0 to determine the correlations

between environmental concern, convenience, and trust as independent variables, purchase intention as a mediating variable, and purchase decision as the dependent variable.

RESULT AND DISCUSSION

The population in this study is that consumer salad stop in Kota Jakarta. This study used non-probability sampling using purposive sampling techniques with certain considerations because this research sample is a person who meets the criteria is people who consumed or purchased the product that saladstop sell at least once in the past six months, occupation, age, residence and education (bougie dan sekaran, 2019). The sample used in this study was 160 respondents (kock, 2018).

Table 1. Demographic Profile

Demographic Variables	Categories	%
Gender	Male	47.5
	Female	52.5
Age	18 - 27	44.4
	28 - 43	34.4
	44 - 59	15.6
	≥60	5.6
Domicile	Jakarta	51.3
	Bogor	15.6
	Tangerang	13.1
	Bekasi	8.1
Level of Education	Highschool	35.6
	Bachelor's	47.5
	Master's	11.3
	Doctor's	5.6
Type of Occupation	Civil Servant	26.3
	Employee	23.1
	Student	34.4
	Entrepreneurship	8.8
	House Wife	7.5
Customer Visit	1 - 3	23.1
	4 - 6	28.1
	7 - 9	24.4
	≥10	24.4

Based on Table 1, the descriptive statistics indicate that out of 160 respondents, 52.5% (84 respondents) are females. Most of the respondents

(44.4%) are between the ages of 18-27 years of age. The majority of domicile (51.3%) is Jakarta. About 47.5% of these respondents have bachelor's

degrees have most consume a product. Regarding the type of occupation, 34.4% is students have the most customers visited in the last 6 months 28.1% answered from 4–6 times. The data collected were collected from Google Forms.

Test Validity and Reliability

The assessment process begins by checking the loading indicator values. A loading value above 0.708 indicates that the construct explains more than 50 percent of the indicator variance. This confirms that the indicator has acceptable item reliability (Hair Jr. et al., 2019).

Composite reliability overcomes this limitation because it gives weights to indicators based on their loading values, making it the more recommended method. The higher the value, the better the level of reliability achieved in interpreting internal consistency results. For

example, values between 0.60 and 0.70 are considered acceptable in exploratory research, while values between 0.70 and 0.95 indicate satisfactory to good levels of reliability (Hair Jr. et al., 2019).

Cronbach's alpha is used to assess the extent of the relationship between items (indicators) in a scale or variable, as well as their contribution to the same basic construct. A Cronbach's alpha value of ≥ 0.80 indicates excellent reliability, a value between 0.70 to 0.80 is considered quite reliable, and a value between 0.60 to 0.70 is still acceptable, especially for exploratory purposes. An AVE value of ≥ 0.5 indicates convergent validity for the construct. In general, the accepted AVE value is 0.50 or more, which means the construct is, on average, able to explain 50 percent or more of the variance of its indicators (Hair Jr. et al., 2019).

Table 2. Result of Outer Loadings

Construct/ Indicators	Item Reliability
	Loadings
Environmental Concern	
EC1	0.896
EC2	0.884
EC3	0.893
EC4	0.892
EC5	0.875
Convenience	
CV1	0.898
CV2	0.889
CV3	0.908
CV4	0.905
CV5	0.905
Trust	
T1	0.899
T2	0.885
T3	0.915
T4	0.900
T5	0.887
Purchase Intention	
PI1	0.894
PI2	0.846
PI3	0.883
PI4	0.881
PI5	0.855

Purchase Decision	
PD1	0.874
PD2	0.880
PD3	0.866
PD4	0.877
PD5	0.901

Based on the table 2. Show that from variable environmental concern have five items that have been measured by five items from Prakash et al., (2023); George et al., (2023) and have outer loading between 0.875 - 0.896 which means there is a strong correlation between the 5-item measure and variable.

Variable convenience has five items that have been measured by five items from Prakash et al., (2023); Palazzo et al., (2021) and have outer loading between 0.889 - 0.908 which means there is a strong correlation between the 5-item measure and variable.

Variable trust has five items that have been measured by five items from Prakash et al., (2023); Tong et al., (2023) and have outer loading

between 0.885 - 0.920 which means there is a strong correlation between five item measures and variables.

Variable purchase intention has five items that have been measured by five items from Prakash et al., (2023); (Arachchi & Samarasinghe, 2023) and have outer loading between 0.846 - 0.894 which there is a strong correlation between the 5-item measure and variable.

Variable purchase decisions have five items that have been measured by 5 items from Siregar et al., (2022) and have outer loading between 0.866 - 0.901 which means there is a strong correlation between the 5-item measure and variable.

Table 3. Result of Convergent Validity

Construct/Indicator	CR	AVE	Alpha
Environmental Concern	0.934	0.788	0.933
Convenience	0.943	0.812	0.942
Trust	0.942	0.805	0.939
Purchase Intention	0.921	0.761	0.921
Purchase Decision	0.928	0.774	0.927

Note. CR = Composite reliability, AVE = average variance extracted, Alpha = Cronbach's alpha,

The reliability level for variable environmental concern is 0.934 so acceptable from Hair et al., (2019), Cronbach's alpha is 0.933, and then convergent validity that has been showing from AVE is 0.788 > 0.50 so acceptable. Concern for the environment reflects the extent to which a person is emotionally engaged with environmental issues, including efforts to address and mitigate their impact. Individuals engage in pro-environmental actions to fulfill their desire to protect and preserve the environment (Prakash et al., 2023).

The reliability level for variable convenience is 0.943 so acceptable from Hair et al., (2019), Cronbach's alpha is 0.942, and then convergent validity that has been showing from AVE is 0.812 > 0.50 so acceptable.

Service convenience is the customer's assessment of the time spent and effort exerted in purchasing or using a product or service. A

convenient product is designed to minimize the time and effort customers require to purchase and own it. Convenience is defined as the consumer's perception of the time and effort saved in connection with using a service (Dalilati Prabarini et al., 2022).

The reliability level for variable trust is 0.942 so acceptable from Hair et al., (2019), Cronbach's alpha is 0.939, and then convergent validity that has been showing from AVE is 0.805 > 0.50 so acceptable.

Trust is the belief in relying on a partner in an exchange, based on their integrity and consistency. This trust is crucial when buyers and e-retailers are physically distant, and legal protections are not clearly defined. Online retailers implement various strategies, including leveraging the country-of-origin signal, to build trust among consumers (Bhattacharya et al., 2022).

The reliability level for variable purchase intention is 0.921 so acceptable from Hair et al., (2019), Cronbach’s alpha is 0.921, and then convergent validity that has been showing from AVE is 0.761 > 0.50 so acceptable. According to Komalasari et al., (2021) intention represents an individual's motivation to deliberately plan an action or behavior, such as planned behavior, which has been effectively used to predict and explain shopping behavior that occurs when customers consciously decide to purchase a product, referred to as purchase intention.

The reliability level for variable purchase intention is 0.928 acceptable from Hair et al., (2019), Cronbach’s alpha is 0.927 and the convergent validity that has been shown from AVE is 0.774 > 0.50 so acceptable. A purchase decision involves the deliberate actions of consumers in selecting a product they perceive as the best solution for their specific needs and desires.

Tabel 4. Discriminant Validity of Constructs

Variables	CV	EC	PD	PI	T
Discriminant Validity: Fornnel-Lacker Criterion					
CV	0.901				
EC	0.605	0.888			
PD	0.603	0.717	0.88		
PI	0.69	0.76	0.759	0.872	
T	0.659	0.713	0.678	0.732	0.897
Heterotrait-Monotrait Criterion					
CV					
EC	0.643				
PD	0.645	0.77			
PI	0.738	0.819	0.819		
T	0.699	0.76	0.724	0.785	

Note. EC = environmental concern, CV = convenience, T = trust, PI = purchase intention, PD = purchase decision.

Consumers tend to use social media platforms to gain comprehensive knowledge, indicating a strong tendency towards information-seeking behavior. Consequently, companies must gather detailed data to meet consumer demands for information about the products they are interested in (Bethari Shakuntala, 2023). This research also demonstrated discriminant validity using the Fornell-Larcker criterion and the Heterotrait criterion. According to the Fornell-Larcker criterion, the square root of the Average Variance Extracted (AVE) for each construct must be greater than the highest correlation that construct has with any other constructs in the model (Hair et al., 2019). This is depicted in that highlight (diagonal values) and the correlation between the constructs in the off-diagonal position (0.901, 0.888, 0.880, 0.872, 0.897). The Heterotrait-Monotrait (HTMT) ratio of correlation is more effective than traditional methods for assessing discriminant validity, as it yields significantly lower values than the Fornell-Larcker criterion and cross-loadings, with a threshold level of 0.85 being deemed appropriate (Hair et al., 2019). This is because, despite being commonly used in applied research, these

methods do not reliably detect issues with discriminant validity.

Discriminant Validity is more effectively evaluated using the HTMT method (Henseler et al., 2015). Discriminant validity assesses how distinct constructs are from one another based on empirical standards (Hair et al., 2019). To ensure acceptable discriminant validity, Henseler et al., (2015) suggest that the HTMT value should not exceed 0.90. If the HTMT value is above 0.90, it indicates no DV, meaning the constructs are conceptually similar. In this study, all constructs exhibited HTMT values under 0.90, and a 97.5% bootstrap confidence interval demonstrated that all values were below 1. This confirms that the constructs examined (environmental concern, convenience, trust, purchase decision, and purchase intention) are conceptually distinct from one another.

Hypothesis Testing

According to Hair et al., (2019) show that to measuring the influence between variables with an evaluation model structural consists of checking if there is no multicollinear between

variables with inner VIF (Variance Inflated Factor), The variance inflation factor (VIF) is commonly used to assess collinearity among formative indicators.

VIF values of 5 or higher suggest significant collinearity issues within the indicators of formatively measured constructs, to know that the VIF value is ideal or not so the value should be close to 3 and lower.

Hypothesis testing also needs to use a confidence interval because Indicators with a nonsignificant weight should be removed, especially if the loading is also nonsignificant. A low but significant loading of 0.50 or less suggests that the indicator should be considered for deletion (Hair et al., 2019). The next is measuring More significantly from R^2 , R^2 value is influenced

by the number of predictor constructs the more predictor constructs, the higher the R^2 . As a result, the R^2 values of 0.75, 0.50, and 0.25 are considered substantial, moderate, and weak (Hair et al., 2019). The f^2 effect size metric is somewhat redundant to the path coefficients. Specifically, the ranking of predictor constructs' importance in explaining a dependent construct, a rule of thumb values higher than 0.02, 0.15, and 0.35 are considered small, medium, and larger f^2 effect size. The Q^2 value is used to assess the predictive accuracy of a PLS path model, combining aspects of both out-of-sample prediction and in-sample explanatory power. As a guideline, Q^2 values of 0.00, 0.25, and 0.50 indicate small, medium, and large predictive relevance, respectively, for the PLS-path model based on research by (Hair et al., 2019).

Tabel 5. Result of VIF, F square, R square, Q square

Hypothesis	VIF	R square	F square	Q square
Direct Effects				
Environmental Concern → Purchase Intention	2.179	0.684	0.250	0.690
Convenience → Purchase Intention	1.893	0.684	0.122	0.690
Trust → Purchase Intention	2.442	0.684	0.091	0.690
Purchase Intention → Purchase Decision	1.000	0.573	1.356	0.561
In Direct Effect (Mediation)				
Trust → Purchase Intention → Purchase Decision				

VIF

Based on the calculation of SmartPLS VIF of effect of environmental concern on purchase intention is 2.179 which means there is no multicolinier between variables because according to Hair et al., (2019) VIF value is ideal and should be close to 3 and lower. Based on calculation of SmartPLS VIF of effect Convenience on purchase intention is 1.893 which means there is no multicolinier between variables because according to Hair et al., (2019) VIF value is ideal and should be close to 3 and lower.

Based on the calculation of SmartPLS VIF of effect trust on purchase intention is 2.442 which means there is no multicolinier between variables because according to Hair et al., (2019) VIF value is ideal and should be close to 3 and lower. Based on the calculation of SmartPLS VIF of the effect purchase intention on purchase decision is 1.000 which means there is no multicolinier between variables because according to Hair et al., (2019) VIF value is ideal and should be close to 3 and lower.

R Square

Based on the calculation of SmartPLS R^2 of the effect of environmental concern,

convenience, and trust on purchase intention is 0.684 which means the value is considered moderate according to Hair et al., (2019) the R^2 values of 0.75, 0.50, and 0.25 are considered substantial, moderate, and weak. Based on the calculation of SmartPLS R^2 of effect of purhcase intention on purchase decision is 0.573 which means the value is considered moderate according to Hair et al., (2019) the R^2 values of 0.75, 0.50, and 0.25 are considered substantial, moderate, and weak.

F Square

Based on the calculation of SmartPLS f^2 of the effect of environmental concern on purchase intention is 0.250 which means the value is considered medium according to Hair et al., (2019) values higher than 0.02, 0.15, and 0.35 are considered small, medium, and larger f^2 effect size. Based on the calculation of SmartPLS f square of effect convenience on purchase intention is 0.122 which means the value is considered small according to Hair et al., (2019) values higher than 0.02, 0.15 and 0.35 are considered small, medium, and larger f^2 effect size. Based on the calculation of SmartPLS f square of effect trust on purchase intention is

0.091 which means the value is considered small according to Hair et al., (2019) values higher than 0.02, 0.15, and 0.35 are considered small, medium, and larger f^2 effect size. Based on the calculation of SmartPLS f^2 square of effect purchase intention on the purchase decision is 1.356 which means the value is considered larger according to Hair et al., (2019) values higher than 0.02, 0.15, and 0.35 are considered small, medium, and larger f^2 effect size.

Q Square

Based on the calculation of the SmartPLS Q^2 of the effect of environmental concern,

convenience, and trust on purchase intention is 0.691 which means the value indicate sdlarge according to Hair et al., (2019) Q^2 values of 0.00, 0.25, and 0.50 indicate small, medium, and large predictive relevance, respectively, for the PLS-path model. Based on the calculation of SmartPLS Q^2 of effect purchase intention on the purchase decision is 0.561 which means the value indicates large according to Hair et al., (2019) Q^2 values of 0.00, 0.25, and 0.50 indicate small, medium, and large predictive relevance, respectively, for the PLS-path model.

Table 6. Hypothesis Test and Path Coefficient

Hypothesis	Path Coefficient	P Value	95% Confidence Interval		Decision
			Lower limit	Upper limit	
Direct Effects					
Environmental Concern → Purchase Intention	0.411	0.000	0.298	0.522	Supportive
Convenience → Purchase Intention	0.268	0.000	0.188	0.349	Supportive
Trust → Purchase Intention	0.262	0.000	0.161	0.361	Supportive
Purchase Intention → Purchase Decision	0.759	0.000	0.602	0.846	Supportive
In Direct Effect (Mediation)					Supportive
Trust → Purchase Intention → Purchase Decision	0.199	0.000	0.111	0.282	Supportive

Influence Environmental Concern on Purchase Intention

Based on the calculation of SmartPLS, can be seen that path coefficient (0.411) and p-value (0.000 < 0,05) so that mean influence “environmental concern positive and significant impact on purchase intention”. In the 95% confidence interval between variables environmental concern and purchase intention has influence value between 0.298 until 0.522. Concern for the environment reflects the extent to which a person is emotionally engaged with environmental issues, including efforts to address and mitigate their impact. Individuals engage in pro-environmental actions to fulfill their desire to protect and preserve the environment (Prakash et al., 2023). Environmental concern includes issues like natural resource depletion, pollution, climate change, and the sustainability of products and services. Marketers can effectively attract and engage eco-conscious consumers by raising environmental awareness and emphasizing the positive environmental impact of their products and services (Lopes et al., 2024). Environmental concern, defined as the extent to which people individuals are aware of environmental issues and

actively support efforts to address them or are willing to personally contribute to their resolution, can influence consumer attitudes toward a product (Jonathan & Tjokrosaputro, 2022). The increase in production, consumption, and waste has led to air, water, and soil pollution, thereby heightening environmental concerns among consumers. Environmental concern can significantly impact consumer decision-making and serve as a predictive factor driving the purchase of environmentally friendly products (Jonathan & Tjokrosaputro, 2022). Environmental concern encompasses worries related to the preservation of the earth, maintaining the environment, and ensuring that resources are conserved to prevent negative impacts on future generations. It reflects the extent of an individual's awareness of environmental issues and their willingness to participate in environmental preservation efforts (George et al., 2023).

Influence Convenience on Purchase Intention

According to calculations using SmartPLS, can be seen that path coefficient (0.268) and p-value (0.000 < 0,05) so that mean influence

“convenience positive and significant impact on purchase intention”. In the 95% confidence interval between variables convenience and purchase intention has influence value between 0.188 until 0.349. Research by Prakash et al., (2023) shows that convenience has a significant impact on customers' purchase intentions before buying organic products, as they find the purchasing location comfortable. Palazzo et al., (2021) also found that convenience significantly affects customers' purchase intentions before booking hotels in London and New York, as all the necessary information is available on the official website or hotel booking app. Tan, (2022) indicates that convenience has a significant influence on purchase intentions because consumers feel comfortable, which ultimately increases sales at 99 Speedmart in Malaysia. Nabilatul Nabilatul Farachiyah et al., (2020) explain that convenience is crucial for service providers, as offering good convenience can enhance profits and image. For example, making it easier for customers to choose airport train services can boost their purchase intentions. The study by Wirawan et al., (2021) reinforces previous findings that both in-store and online shopping that offer ease in finding and accessing products are key benefits of online shopping. Although consumers are often faced with time constraints in decision-making, many e-commerce companies provide decision-support tools that facilitate information search and help consumers make purchase decisions more comfortably, which ultimately enhances their purchase intentions.

Influence Trust on Purchase Intention

According to the SmartPLS analysis can be seen that the path coefficient (0.262) and p-value ($0.000 < 0,05$) so that the mean influence “trust positive and significant impact on purchase intention”. In the 95% confidence interval between variables trust and purchase intention has an influence value between 0.161 and 0.361.

Research conducted by Prakash et al., (2023) proves that trust significantly affects purchase intention among customers before buying organic products because customers feel confident that the products are of good quality. Research by Kojongian & Ariadi, (2024) also demonstrates that trust positively impacts purchase intention in online shopping, as trust makes consumers feel secure and confident that the products they purchase will meet their expectations, transactions will proceed smoothly, and their personal data will be protected. With high trust, customers are more likely to make purchases and even become loyal customers. Another study by Salhab et al., (2023) proves that trust significantly affects purchase intention because it can influence a person's search for information about a product they want

to buy on social media. Research by Bhattacharya et al., (2022) explains that customer trust can enhance sales force satisfaction and foster a positive perception of the purchased products. Additionally, trust enhances loyalty and fosters repurchase intentions, resulting in actual purchases from familiar and trusted sellers. Previous research has identified a lack of trust as a significant barrier to online shopping. Research by Solihin, (2020) further supports previous findings, showing that customer trust has a positive and significant impact on purchase interest. This means that the higher the level of customer trust, the greater their interest in the act of purchasing. Positive trust greatly influences consumers' interest in online shopping, as they believe that sellers can conduct their business effectively and are trustworthy to deliver products that meet expectations. This can enhance customer purchase interest sustainably.

Influence Purchase Intention on Purchase Decision

After the measurement test of SmartPLS, can be seen that the path coefficient (0.759) and p-value ($0.000 < 0,05$) so that mean influence “trust positive and significant impact on purchase intention”. In the 95% confidence interval between variables trust and purchase intention has an influence value between 0.602 and 0.846. Research conducted by Komalasari et al., (2021) demonstrates that purchase intention significantly impacts purchase decisions made by customers in the e-commerce industry in Indonesia because purchase intention reflects consumers' willingness and readiness to make a purchase. When consumers have a strong intention to buy a product, they are likely to take further steps, such as seeking additional information, comparing options, and eventually deciding to purchase. In e-commerce, ease of access and available information often accelerate the transition from purchase intention to purchase decision, especially when factors like price, product reviews, and trust in the seller support that intention.

Research by Bethari Shakuntala, (2023) also shows that purchase intention significantly affects purchase decisions among customers of Mixue in Indonesia because purchase intention reflects customers' willingness and commitment to buy the product. When customers intend to buy ice cream, they have undergone a process of thinking and evaluation that makes them more prepared to make a purchase. Purchase intention serves as a crucial step before the actual purchase takes place.

Another study by Romadhoni et al., (2023) proves that purchase intention significantly influences purchase decisions in social media marketing because purchase intention reflects

consumers' seriousness about buying a product. On social media, various factors such as advertisements, user reviews, interactions with the brand.

Influence Purchase Intention mediate the effect of Trust on Purchase Decision.

The result using SmartPLS shows that the path coefficient (0.199) and p-value ($0.000 < 0,05$) show that the mean influence “trust positive and significant impact on purchase intention”. In the 95% confidence interval between variables trust and purchase intention has an influence value between 0.111 and 0.282.

Research by Solihin, (2020) found that purchase intention can mediate the influence of trust on the purchasing decisions of Mikaylaku online shop customers because purchase intention acts as a bridge between consumer trust and the final decision to buy. According to Putri et al., (2023) the shampoo, industry stated that purchase intention mediates trust in purchasing decisions, as high consumer trust in the product increases purchase intention and purchasing decisions. Based on the research findings, trust in purchasing decisions through purchase intention as a mediating variable has a positive influence. Research by Aditria et al., (2023) states that a high level of consumer trust in the brand creates confidence and security in purchasing the product or service. This shows that building strong brand trust is one of the most effective strategies for increasing consumer purchases.

CONCLUSION AND RECOMMENDATION

Based on the results, all hypotheses were accepted. The study confirms that environmental concern has a positive and significant impact on purchase intention, with higher levels of environmental concern leading to increased purchase intention. Similarly, convenience also positively and significantly affects purchase intention, meaning that greater convenience results in stronger purchase intention. Trust shows a positive and significant effect on purchase intention, where higher trust increases the intention to purchase.

Trust has a positive and significant influence on the purchase decision through purchase intention, indicating that purchase intention mediates the relationship between trust on purchase decision. Based on these results, it can be seen that environmental concern have the most influence on purchase intention compared to other variables, it is expected that the action management can pay attention to convenience and trust, because convenience refers to the ease of conducting transactions, and buyers' interest in convenience is increasingly growing, along with the conditions where a person feels safe, calm, and

free from pain or discomfort. Convenience can refer to various aspects of life, both physical and emotional. Trust makes consumers feel secure and confident that the products they purchase will meet their expectations, transactions will proceed smoothly, and their personal data will be protected. With high trust, customers are more likely to make purchases and even become loyal customers. If the management is concern about convenience and trust so level of purchase decisions that customers will do it can increase at SaladStop.

This study has several limitations of the study include only three independent variables so the authors recommend to the next research to be able to add a variable and new indications outside of this study or new interesting variables. Another limitation is quantity of sample only 160 respondents with only customer that ever consumed product SaladStop.

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