

## The Role of Green Trust as a Mediator in the Influence of Marketing Environmental Factors, Energy Efficiency, and Building Atmosphere on Sustainable Purchase Decisions among Consumers of Green Building Apartments in the Jabodetabek Area

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### ABSTRACT

This study aims to examine the role of green trust as a mediator in the influence of marketing environmental factors, energy efficiency, and building atmosphere on sustainable purchase decisions among consumers of green building apartments in the Jabodetabek area. The growing awareness of environmental issues has encouraged property developers to integrate eco-friendly practices into marketing strategies, building design, and energy-efficient systems to meet sustainability demands. A quantitative approach was employed by distributing questionnaires to respondents who are residents or prospective residents of green concept apartments, and the data were analyzed using Structural Equation Modeling (SEM) to test the relationships among variables. The findings indicate that marketing environmental factors, energy efficiency, and building atmosphere significantly influence the formation of green trust, which in turn strongly mediates their impact on sustainable purchase decisions. These results suggest that consumer trust in developers' green commitment is a strategic factor in fostering sustainable consumption behavior.

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## INTRODUCTION

Climate change is one of the most pressing global issues due to increasing greenhouse gas emissions from the energy and building construction sectors. UNEP data (2021) shows that the construction sector contributes approximately 39% of global carbon emissions, making it a key target for sustainability efforts. This phenomenon drives the urgency of implementing sustainable development concepts, one of which is through the Green Building approach, designed to reduce environmental impacts while improving the quality of life for occupants.

The Green Building concept focuses not only on energy efficiency but also on the integration of environmentally friendly materials, comfort, and occupant health. Previous research has shown that implementing energy-efficient technologies can reduce energy consumption by up to 50% compared to conventional buildings, while simultaneously supporting climate change mitigation. As public awareness increases, consumers are beginning to consider environmental aspects when making property purchasing decisions.

The shift in consumer preferences toward sustainable products strengthens the role of environmental marketing in communicating green values. Data from McKinsey & Company (2022) shows that 75% of global consumers are willing to pay more for sustainable products. Furthermore, building atmosphere factors such as natural lighting, air circulation, and space quality are key determinants of occupant satisfaction and well-being, thus influencing interest in green apartments.

In the context of the property market, consumer trust in developers' green commitments – known as Green Trust – is a key factor mediating the relationship between green marketing strategies, energy efficiency, and building atmosphere with sustainable purchase decisions. Green Trust is formed through positive perceptions of developers' demonstrated commitment to environmental protection, ultimately encouraging consumers to choose environmentally friendly properties.

Although there are many studies on Green Building, the majority of research still focuses on the technical aspects of energy efficiency and marketing promotion, with little attention to the mediating role of Green Trust. Based on the results of a pre-survey of 35 respondents, the variables Marketing Environmental, Energy Efficiency, Building Atmosphere, and Green Trust were proven to be significant in influencing purchasing decisions. This indicates a research gap that aims to be answered through this study, namely examining the role of Green Trust as a mediator in the relationship between these factors and Sustainable Purchase Decisions among green apartment consumers in Greater Jakarta.

## LITERATURE REVIEW

### *Marketing Management*

According to Kotler and Keller (2021:111), marketing management is the art and science of selecting target markets and creating and communicating superior value to customers. Tjiptono (2019:63) adds that marketing management encompasses how a company prepares and distributes products that meet

market needs. Assauri (2018:12) also states that marketing management is an activity undertaken by a company to generate profits. Based on these expert opinions, the authors conclude that marketing management in the context of Green Building is a science applied to ensure business sustainability through the planning, implementation, and control of sustainable marketing programs.

### ***Theory of Planned Behavior (TPB)***

The Theory of Planned Behavior (TPB) is a development of the Theory of Reasoned Action (TRA) introduced by Ajzen (1991). This theory explains that an individual's intention to perform a behavior is the main predictor of actual behavior, which is influenced by three main components: (1) attitude toward the behavior, namely a person's positive or negative attitude towards a behavior; (2) subjective norms, namely the perception of social pressure to perform or not perform the behavior; and (3) perceived behavioral control, namely the individual's perception of the ease or difficulty in performing a behavior.

### ***Green Marketing Theory***

According to Kinasih et al. (2023), green marketing acts as a response to increasing consumer environmental awareness. This strategy involves using marketing messages that emphasize green values, such as energy efficiency, the use of environmentally friendly materials, and a low carbon footprint. A study by Utami (2020) showed that implementing a green marketing strategy can increase customer loyalty, strengthen brand image, and enhance competitive advantage, particularly in the sustainable property sector.

### ***Signaling Theory***

In the context of Green Buildings, Signaling Theory explains how developers communicate their commitment to sustainability to consumers through signals such as LEED or Greenship certification, the use of green technologies, and the provision of transparent information about a building's environmental performance. These signals help build consumer trust (Green Trust) and reduce concerns about greenwashing practices.

### ***Green Trust Theory***

Green trust has grown along with increasing transparency of information and environmental education from producers. When consumers believe a product is truly environmentally friendly and that the company has a good reputation for environmental management, this trust will increase the likelihood of consumers purchasing green products. Kumar & Singh (2023) confirmed that Green Trust plays a strong mediating role between green marketing strategies and sustainable purchasing intentions.

### ***Marketing Mix in the Context of Green Building***

The marketing mix is a crucial element in a Sustainable Purchase Decision strategy. According to Kotler and Armstrong (2023), the marketing mix consists of the four Ps: Product, Price, Place, and Promotion, which in the context of Green

Buildings must be adapted to effectively communicate sustainable values to consumers.

### ***Adaptive Innovation Theory in the Context of Green Buildings***

Adaptive Innovation Theory is a concept in innovation management that emphasizes the ability of organizations or individuals to flexibly and responsively adapt to changes in the external environment by creating new solutions that meet evolving needs. This theory was developed from the evolutionary approach to innovation by Nelson and Winter (1982), and expanded by Damanpour & Schneider (2006) who stated that innovative adaptation occurs when organizations consciously adjust their technologies, processes, and products to rapidly changing market, social, and ecological conditions.

### ***Branding in Green Building***

An effective branding strategy is key to a successful Sustainable Purchasing Decision. According to Firmansyah and Dewi (2023), green branding encompasses not only a visual identity that reflects sustainability but also core values consistently implemented across all aspects of the business.

The concept of brand positioning in the context of Green Buildings needs to emphasize clear differentiation from conventional buildings. Purwanto (2022) suggests an approach that emphasizes positive impacts on three main aspects: the environment (Environmental Marketing), the economy (cost savings), and social (improved Building Atmosphere).

Brand equity for green buildings can be built through consistent communication about sustainable benefits. Widyastuti and Santoso (2022) show that companies that successfully build green brand equity tend to enjoy higher customer loyalty and resilience to market fluctuations.

### ***Sustainable Development Goals (SDGs)***

The Sustainable Development Goals (SDGs) are a set of goals set by the United Nations (UN) to achieve sustainable development. Agreed upon by 190 countries on September 25, 2015, the SDGs are valid from 2015 to 2030 (Jensen, 2021). The SDGs cover various aspects of sustainability, including poverty alleviation, climate change, and social justice.

### ***Sustainable Purchase Decision***

Sustainable purchasing decisions (SPDs) are consumer decisions to purchase products or services by considering their long-term environmental, social, and economic impacts. SPDs reflect environmentally conscious behavior, where consumers consider not only price and quality, but also sustainability aspects such as energy efficiency, environmental friendliness, and corporate social responsibility. According to Ahmad & Sari (2018), consumers tend to make sustainable purchasing decisions when they are exposed to marketing strategies that emphasize environmentally friendly values. Elements such as green promotions, environmentally friendly packaging, and corporate communication messages that highlight sustainability have been shown to increase consumers'

tendency to make purchases that consider environmental aspects. Ahmad & Sari use the Theory of Planned Behavior approach, which asserts that perceptions of the marketing environment influence consumer attitudes and intentions, which ultimately drive sustainable purchasing behavior.

### *Environmental Marketing*

According to Ahmad & Sari (2018), Environmental Marketing is not just a single element, but a multi-dimensional construct that shapes consumer perceptions and purchasing decisions towards sustainable products, especially properties such as Green Buildings.

### *Energy Efficiency*

Energy efficiency refers to using less energy to provide the same level of service, thereby reducing energy waste and environmental impact. According to the International Energy Agency (IEA, 2020), energy efficiency is one of the most effective ways to reduce greenhouse gas emissions and achieve sustainability goals. The main goals of energy efficiency are to reduce energy consumption, lower operating costs, and minimize negative impacts on the environment.

### *Building Atmosphere*

According to Citra, Dewi & Fitri (2020), who focused on the atmosphere of green retail buildings and its influence on Green Trust and SPD, consumers were more trusting and loyal to stores with an atmosphere that blends with nature (natural ventilation, plants, warm lighting).

### *Green Trust*

According to Chen (2010), Green Trust is a form of consumer confidence in the environmental performance and responsibility of a brand, product, or company. This trust is formed from the perception that the company is honest, responsible, and sincere in implementing sustainability principles.

### *Framework*

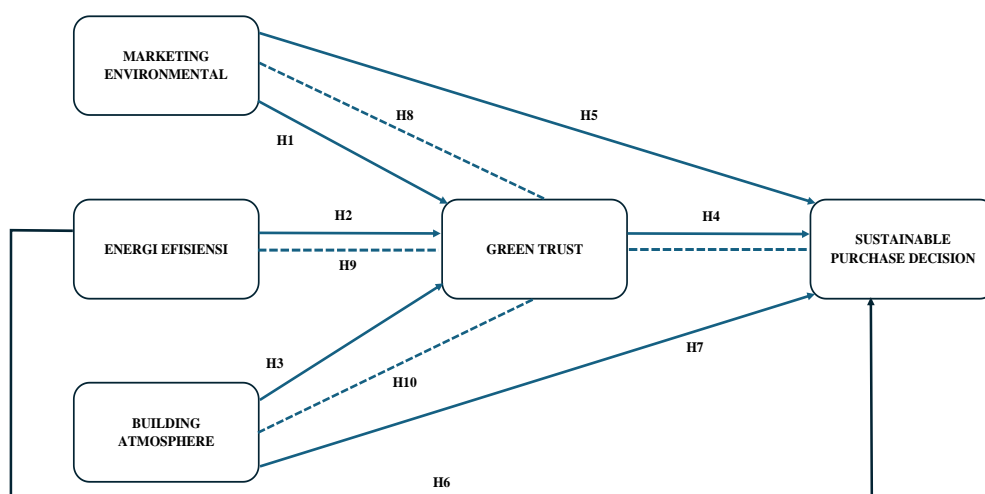


Figure 1. Conceptual Framework

## METHODOLOGY

This study uses a quantitative approach with an explanatory research design to examine the relationships between variables. The variables studied include Environmental Marketing, Energy Efficiency, and Building Atmosphere as independent variables, Green Trust as a mediating variable, and Sustainable Purchase Decision as the dependent variable.

The study population comprised consumers of Green Building apartments in the Greater Jakarta area, both residents and prospective residents. The sample was determined using a purposive sampling method, selecting respondents who understood and had experience with green apartments. The sample size was determined based on Structural Equation Modeling (SEM) principles, which is a minimum of 5–10 times the number of research indicators.

Data collection was conducted by distributing a questionnaire using a Likert scale, which included questions regarding respondents' perceptions of the research variables. The research instrument was first tested for validity and reliability before being used in the main analysis.

The data analysis technique used was SEM with a Partial Least Squares (PLS) approach, as it is considered appropriate for examining complex relationships between variables, including the mediating influence of Green Trust. This analysis includes an evaluation of the measurement model (outer model) to test the construct's validity and reliability, as well as a structural model (inner model) to test the proposed hypotheses.

Using this method, this study aims to gain an empirical understanding of how green marketing factors, energy efficiency, and building atmosphere, through the mediating role of Green Trust, influence the sustainable purchasing decisions of Green Building apartment consumers in Jabodetabek.

## RESEARCH RESULTS

### *Convergent Validity Test*

Table 1. Convergent Validity Test Results

Variables	Indicator	Loading Factor	Condition	Information
Environmental Marketing	X1.1	<b>0.859</b>	<b>&gt;0.7</b>	<b>Valid</b>
	X1.2	<b>0.848</b>		<b>Valid</b>
	X1.3	<b>0.874</b>		<b>Valid</b>
	X1.4	<b>0.839</b>		<b>Valid</b>
Energy Efficiency	X2.1	<b>0.861</b>	<b>&gt;0.7</b>	<b>Valid</b>
	X2.2	<b>0.894</b>		<b>Valid</b>
	X2.3	<b>0.879</b>		<b>Valid</b>
	X2.4	<b>0.861</b>		<b>Valid</b>
Building Atmosphere	X3.1	<b>0.878</b>	<b>&gt;0.7</b>	<b>Valid</b>
	X3.2	<b>0.863</b>		<b>Valid</b>
	X3.3	<b>0.857</b>		<b>Valid</b>
	X3.4	<b>0.87</b>		<b>Valid</b>
	Y1	<b>0.841</b>	<b>&gt;0.7</b>	<b>Valid</b>

Sustainable Purchase Decision	Y2	<b>0.854</b>	<b>&gt;0.7</b>	<b>Valid</b>
	Y3	<b>0.884</b>		<b>Valid</b>
	Y4	<b>0.871</b>		<b>Valid</b>
Green Trust	Z1	<b>0.861</b>		<b>Valid</b>
	Z2	<b>0.876</b>	<b>Valid</b>	
	Z3	<b>0.878</b>	<b>Valid</b>	
	Z4	<b>0.869</b>	<b>Valid</b>	

Source: Results of data processing using SmartPLS 4, 2025

The test results show that all indicators have outer loadings > 0.7, as shown in the table above. Consequently, we can say that all indications are valid.

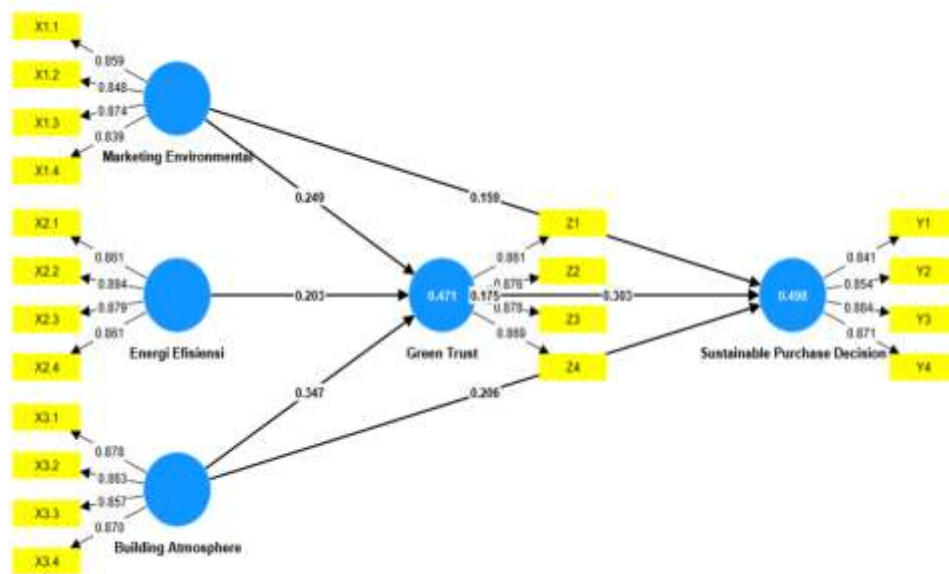


Figure 2. PLS Algorithm Results  
Source: Results of data processing using SmartPLS 4, 2025

The results of the modified convergent validity test in Figure 2 and Table 1 show that all indicators have met convergent validity because they have loading factor values above 0.70. As a result, we can say that all indicators are valid.

### Discriminant Validity Test Results

#### a. Cross Loading

Table 2. Results of Discriminant Validity Testing (Cross loadings)

	Building Atmosphere	Energy Efficiency	Green Trust	Environmental Marketing	Sustainable Purchase Decision
X1.1	0.501	0.505	0.522	<b>0.859</b>	0.492
X1.2	0.494	0.606	0.485	<b>0.848</b>	0.483
X1.3	0.465	0.527	0.476	<b>0.874</b>	0.505
X1.4	0.528	0.516	0.497	<b>0.839</b>	0.451
X2.1	0.525	<b>0.861</b>	0.481	0.528	0.456
X2.2	0.497	<b>0.894</b>	0.48	0.578	0.497

X2.3	0.532	<b>0.879</b>	0.528	0.559	0.513
X2.4	0.488	<b>0.861</b>	0.476	0.533	0.513
X3.1	<b>0.878</b>	0.518	0.522	0.526	0.48
X3.2	<b>0.863</b>	0.505	0.549	0.501	0.521
X3.3	<b>0.857</b>	0.434	0.484	0.49	0.491
X3.4	<b>0.87</b>	0.562	0.559	0.499	0.537
Y1	0.515	0.465	0.528	0.471	<b>0.841</b>
Y2	0.47	0.49	0.518	0.47	<b>0.854</b>
Y3	0.5	0.466	0.581	0.497	<b>0.884</b>
Y4	0.536	0.533	0.511	0.509	<b>0.871</b>
Z1	0.569	0.465	<b>0.861</b>	0.475	0.525
Z2	0.556	0.507	<b>0.876</b>	0.503	0.519
Z3	0.505	0.461	<b>0.878</b>	0.501	0.542
Z4	0.499	0.526	<b>0.869</b>	0.537	0.573

Source: Results of data processing using SmartPLS 4, 2025

From Table it can be seen that the correlation of the Marketing Environmental construct with its indicators (X1.1 is 0.859, X1.2 is 0.848, X1.3 is 0.874, and X1.4 is 0.839) is higher than the correlation of the Marketing Environmental indicator with other constructs.

Furthermore, the correlation of the Energy Efficiency construct with its indicators (X2.1 is 0.861, X2.2 is 0.894, X2.3 is 0.879, and X2.4 is 0.861) this proves that the indicator is higher than the correlation of the Energy Efficiency indicator with other constructs.

b. Average Variance Extracted AVE

Table 3. AVE Test Results

Variables	AVE
Environmental Marketing	<b>0.731</b>
<b>Energy Efficiency</b>	<b>0.764</b>
Building Atmosphere	<b>0.752</b>
Sustainable Purchase Decision	<b>0.744</b>
Green Trust	<b>0.759</b>

Source: Results of data processing using SmartPLS 4, 2025

From Table 3, it can be seen that the AVE values of all tested constructs meet the criteria, because the AVE values of the indicators exceed the minimum criteria of 0.5. This indicates that all items are valid.

c. Fornell Larcker

Table 4. Fornell Larcker Criterion Test Results

	<b>Building Atmosphere</b>	<b>Energy Efficiency</b>	<b>Green Trust</b>	<b>Environmental Marketing</b>	<b>Sustainable Purchase Decision</b>
Building Atmosphere	<b>0.867</b>				
Energy Efficiency	0.584	<b>0.874</b>			
Green Trust	0.611	0.563	<b>0.871</b>		
Environmental Marketing	0.581	0.629	0.579	<b>0.855</b>	
Sustainable Purchase Decision	0.586	0.567	0.62	0.565	<b>0.862</b>

Source: Results of data processing using SmartPLS 4, 2025

From Tables 3 and 4, it can be concluded that the square root of the average variance extracted for each construct is greater than the correlation between one construct and another in the model. Based on the AVE value based on the table above, it can be concluded that the constructs in the estimated model meet the discriminant validity criteria.  $\sqrt{AVE}$

From Table 4, all diagonal values are greater than the correlations between the other constructs, indicating that each construct is able to empirically differentiate itself from the other constructs in the model. Therefore, this research model can be said to have good discriminant validity and meets the Fornell-Larcker test criteria, making it suitable for further analysis in SEM-PLS.

**HTML**

Table 5. Results of the Discriminant Validity Heterotrait-Monotrait Ratio (HTMT) Test

	<b>Building Atmosphere</b>	<b>Energy Efficiency</b>	<b>Green Trust</b>	<b>Environmental Marketing</b>	<b>Sustainable Purchase Decision</b>
Building Atmosphere					
Energy Efficiency	0.651				
Green Trust	0.683	0.627			
Environmental Marketing	0.658	0.709	0.653		
Sustainable Purchase Decision	0.659	0.635	0.696	0.64	

Source: Results of data processing using SmartPLS 4, 2025

**Composite Reliability and Cronbach's Alpha Test Results**

Table 6. Composite Reliability & Cronbach's Alpha Test Results

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Information
Building Atmosphere	0.89	0.892	0.924	Reliable
Energy Efficiency	0.897	0.898	0.928	Reliable
Green Trust	0.894	0.894	0.926	Reliable
Environmental Marketing	0.878	0.878	0.916	Reliable
Sustainable Purchase Decision	0.885	0.886	0.921	Reliable

Source: Results of data processing using SmartPLS 4, 2025

Based on Table 6, the results of the composite reliability and Cronbach's alpha tests indicate that the measurement instrument is not only consistent but also capable of capturing variations in data relevant to the construct being measured. This also shows satisfactory values, as all latent variables have composite reliability and Cronbach's alpha values  $\geq 0.70$ . This means that all latent variables are valid, trustworthy, and the reliability of this study is high.

**VIF Test Results (Multicollinearity Test)**

Table 7. VIF Value Test Results (Multicollinearity Test)

	Environmental Marketing	Energy Efficiency	Building Atmosphere	Sustainable Purchase Decision	Green Trust
Environmental Marketing				1,986	1,868
Energy Efficiency				1,957	1,879
Building Atmosphere				1,942	1,714
Sustainable Purchase Decision					
Green Trust				1,889	

Source: Results of data processing using SmartPLS 4, 2025

Based on Table 8, we can see that the VIF Value test results show no VIF values  $\leq 10$ , indicating that no correlation was found between the independent variables in this study. In other words, the independent variables in this study are considered independent variables.

**Structural Model Testing or Hypothesis Testing (Inner Model)**

a. Test Results of the R-Square Determination Coefficient (R2) Value

Table 8. Testing the R-Square Determination Coefficient (R2) Value

	R-square	R-square adjusted
Green Trust	0.471	0.464
Sustainable Purchase Decision	0.498	0.489

Source: Results of data processing using SmartPLS 4, 2025

b. Goodness of Fit Model Test Results

The goodness of fit test for the structural model in the inner model uses the predictive-relevance value (Q2). A Q-square value greater than 0 (zero) indicates that the model has predictive relevance. The R-square value for each endogenous variable in this study can be seen in the following calculation:

The predictive relevance value is obtained using the formula:

$$Q2 = 1 - (1 - R1) (1 - Rp)$$

$$Q2 = 1 - ((1 - 0.471) * (1 - 0.498))$$

$$Q2 = 1 - (0.529) (0.502)$$

$$Q2 = 0.734442$$

The calculation results above show a predictive-relevance value greater than 0 (zero). This means that 73.44% of the Sustainable Purchase Decision and Green Trust are explained by the independent variables used. Therefore, the model is considered to have relevant predictive value.

c. Hypothesis Testing Results (Path Coefficient Estimation)

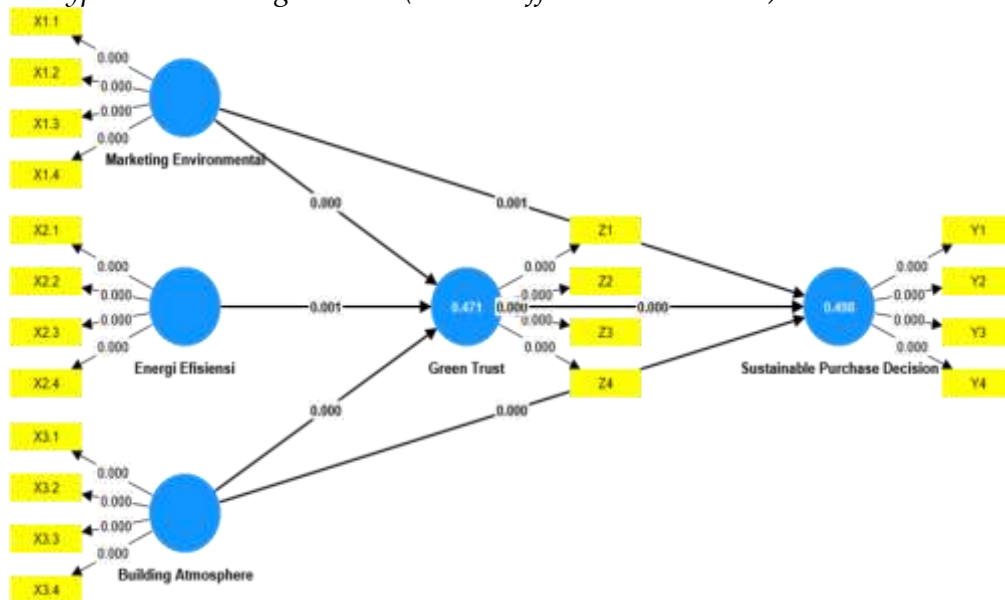


Figure 3. Bootstrapping Test Results

Source: Results of data processing using SmartPLS 4, 2025

## **DISCUSSION**

### ***The Influence of Environmental Marketing on Green Trust***

Based on the hypothesis test in this study, the results of the T-statistic value were 3925, the original sample value was 0.249, and the P Values were 0.0. The T-statistic value was more than the T-table value of 1.96, the original sample value showed a positive value, and the P Values showed a value less than 0.05, these results indicate that Environmental Marketing has a positive and significant effect on Green Trust.

This research aligns with the results of several previous studies. For example, Lie and Silintonga (2024) found that brand image significantly influences customer loyalty through customer satisfaction, demonstrating the crucial role of consumer perceptions of brand image in influencing their behavior toward environmentally friendly products. Furthermore, Krishnan & Nusraningrum (2024) also demonstrated that brand image and brand attitude significantly influence perceived value and loyalty in green restaurants in Malaysia. This suggests that brand image plays a significant role in shaping customers' perceived value toward environmentally friendly products. These differences in results are likely due to the different research contexts, respondent characteristics, and product sectors studied.

### ***Analysis of the Influence of Energy Efficiency on Green Trust***

In the second hypothesis, does Energy Efficiency have a positive effect on Green Trust? Based on the results of the hypothesis test (H2), it was found that the influence Energy Efficiency towards Green Trust shows a positive and significant direction, with a p-value of 0.001 and a t-statistic of 3.278. Because the P-value < 0.05 and t-value > 1.96, H2 is accepted.

### ***Analysis of the Influence of Building Atmosphere on Green Trust***

The third hypothesis is whether Building Atmosphere has a positive influence on Green Trust? Based on the results of the hypothesis test (H3), it was found that the influence Building Atmosphere towards Green Trust shows a positive and significant direction, with a p-value of 0.000 and a t-statistic of 5.272. Because the P-value < 0.05 and  $t > 1.96$ , H3 is accepted.

### ***Analysis of the Influence of Green Trust on Sustainable Purchase Decisions***

The fourth hypothesis is whether Green Trust has a positive influence on Sustainable Purchase Decisions? Based on the results of the hypothesis test (H4), it was found that the influence Green Trust towards Sustainable Purchase Decisions shows a positive and significant direction, with a p-value of 0.000 and a t-statistic of 4,392. Because the P value < 0.05 and  $t > 1.96$ , H4 is accepted.

### ***Analysis of the Influence of Environmental Marketing on Sustainable Purchase Decisions***

In the fifth hypothesis, does Environmental Marketing have a positive influence on Sustainable Purchase Decisions? Based on the results of the hypothesis test (H5), it was found that the influence Environmental Marketing

towards Sustainable Purchase Decisions shows a positive and significant direction, with a p-value of 0.001 and a t-statistic of 3,300. Because the P value < 0.05 and  $t > 1.96$ , H5 is accepted.

***Analysis of the Influence of Energy Efficiency on Sustainable Purchase Decisions***

In the sixth hypothesis, does Energy Efficiency have a positive influence on Sustainable Purchase Decisions? Based on the results of the hypothesis test (H6), it was found that the influence Energy Efficiency towards Sustainable Purchase Decision shows a positive and significant direction, with a p-value of 0.000 and a t-statistic of 3,723. Because the P value < 0.05 and  $t > 1.96$ , H6 is accepted.

***Analysis of the Influence of Building Atmosphere on Sustainable Purchase Decisions***

The seventh hypothesis is whether Building Atmosphere has a positive effect on Sustainable Purchase Decisions? Based on the results of the hypothesis test (H7), it was found that Building Atmosphere on Sustainable Purchase Decisions shows a positive and significant direction, with a p-value of 0.000 and a t-statistic of 3,767. Because the P value < 0.05 and  $t > 1.96$ , H7 is accepted.

***Analysis of the Influence of Environmental Marketing on Green Trust which Impacts Sustainable Purchase Decisions***

In the eighth hypothesis, does Environmental Marketing have a positive influence on Green Trust which has an impact on Sustainable Purchase Decisions? Based on the results of the hypothesis test (H8), it was found that the influence Environmental Marketing towards Sustainable Purchase Decision mediated by Green Trust shows a positive and significant direction, with a p-value of 0.007 and a t-statistic of 2,712. Because the P value < 0.05 and  $t > 1.96$ , H8 is accepted.

***Analysis of the Influence of Energy Efficiency on Green Trust which Impacts Sustainable Purchase Decisions***

In the ninth hypothesis, does Energy Efficiency have a positive effect on Green Trust which has an impact on Sustainable Purchase Decisions? Based on the results of the hypothesis test (H9), it was found that the influence Energy Efficiency towards Sustainable Purchase Decision mediated by Green Trust shows a positive and significant direction, with a p-value of 0.029 and a t-statistic of 2,187. Because the P value < 0.05 and  $t > 1.96$ , H9 is accepted.

***Analysis of the Influence of Building Atmosphere on Green Trust which Impacts Sustainable Purchase Decisions***

In the tenth hypothesis, does Building Atmosphere have a positive effect on Green Trust which has an impact on Sustainable Purchase Decisions? Based on the results of the hypothesis test (H10), it was found that the influence Building Atmosphere towards Sustainable Purchase Decision mediated by Green Trust shows a positive and significant direction, with a p-value of 0.001 and a t-statistic of 3,267. Because the P value < 0.05 and  $t > 1.96$ , then H10 is accepted.

## CONCLUSION

1. Research shows that Environmental Marketing, Energy Efficiency, and Building Atmosphere have a positive and significant influence on Green Trust of Green Building apartment consumers in Jabodetabek.
2. Green Trust has been shown to be a strong mediator in the relationship between these three factors and Sustainable Purchase Decisions (SPD). This means that consumer trust in developers' green commitments is a key factor in driving sustainable purchasing decisions.
3. Energy efficiency and building atmosphere factors not only provide technical benefits, but also increase positive consumer perceptions of sustainability, which strengthens the green brand image and encourages loyalty.
4. This finding strengthens the literature that Green Trust plays a strategic role in building sustainable consumption behavior, while also being a competitive advantage for developers in the green property industry.

## RECOMMENDATION

1. For property developers, it is necessary to strengthen green marketing strategies with transparent and authentic communication, and to show concrete evidence of commitment to sustainability.
2. Energy efficiency needs to be continuously improved, for example through energy-saving technology and the use of renewable energy, so that it can become a major attraction while providing long-term economic benefits for residents.
3. Building atmosphere should be designed to support the health, comfort, and productivity of occupants, such as natural lighting, good air circulation, and green spaces.
4. For regulators or industry associations, support is needed in the form of credible green regulations and certification, in order to increase consumer confidence and encourage wider adoption of Green Buildings.

## ADVANCED RESEARCH

1. This study only used three independent variables, namely Environmental Marketing, Energy Efficiency, and Building Atmosphere, mediated by Green Trust on Sustainable Purchase Decisions. Therefore, further research can add other variables that may influence Environmental Marketing and Sustainable Purchase Decisions, such as price, product quality, customer behavior, attitudes, consumer loyalty, and other variables that may have an influence on environmental awareness and Sustainable Purchase Decisions.
2. Future research may consider adding variables such as Environmental Knowledge, Green Lifestyle, and Government Regulation to understand the external factors that strengthen sustainable purchasing decisions.
3. This research is cross-sectional. Longitudinal studies could be conducted to track whether the measured intentions and beliefs actually translate into actual purchasing behavior toward green properties over time.
4. Further studies could focus on specific segmentations, such as millennials, urban workers, or the upper middle class, and assess differences in

perceptions across regions (big cities vs. satellite cities, or Java vs. outside Java).

5. To gain a deeper understanding, research using a qualitative or mixed method approach can be conducted, for example by conducting in-depth interviews or focus group discussions with residents of green buildings.

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