# THE ROLE OF TRUST IN MEDIATING THE RELATIONSHIP BETWEEN GREEN MARKETING, GREEN BRAND, AND PURCHASE INTENTION

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## ABSTRACT

At this time , a number of companies have begun to implement a lot of *go green* products . Not only does it create a good reputation in the public, but it seems the business can generate greater profits . This makes more companies finally interested in making new products that are safer for the environment. One of the companies that implements going green is Sosro Joy Tea Green . The purpose of this study is to analyze the influence of *Green Marketing* and *Green Brand* on Buying Interest with Trust as a mediating variable

The population in this study were consumers of Sosro Joy Tea Green in the District of Rungkut Surabaya with a total sample of 130 respondents. The analytical technique used in this study is *Partial Least Square* (PLS).

Conclusions that can be drawn based on the results of the tests of the hypotheses that have been previously proposed include the following. The more information that consumers get through *green marketing* is not a determinant of the emergence of trust in the product. *Green Brand* is trusted by consumers to be a product that is not harmful to animals and the environment. Consumers do not pay too much attention to promotions that care about the environment ( *green marketing* ) to choose the products to be used. Consumers do not show a positive attitude towards *Green Brand* and will encourage their intention to make a purchase. Trust is a willingness to rely on a brand, product or service that is based on trust and can influence consumers to buy environmentally friendly products.

**Keyword: *Green Marketing* , *Green Brand* , Buying Interest , Trust**

## INTRODUCTION

Increased public awareness about the importance of preserving the environment has made many producers of various products begin to switch to using materials that do not damage the environment and also require producers to apply aspects related to the environment in each of their business activities such as *green environment / environmentally* friendly, *Green Brand /* environmentally friendly products, *green branding /* environmentally friendly brands, *green labels /* environmentally friendly labels, *green packaging /* environmentally friendly packaging , *green Marketing /* environmentally friendly promotions and so on, known as *green marketing /* eco-friendly marketing (Ratnawati, 2016).

A strategic marketing approach in the form of *green marketing /* environmentally friendly marketing play an important role in fulfilling consumer desires and corporate responsibilities for the long term and increasing the effectiveness of environmentally friendly marketing (Zulfiqar and Shafaat, 2015). Eco-friendly marketing refers to the satisfaction of customer needs, wants, and desires in the relationship between the maintenance and preservation of the environment. According to Cherian and Jacob (2012), green marketing manipulates the four elements of the marketing mix (product, price, promotion, and distribution) to sell the products and services offered. In addition, environmentally friendly marketing also pay attention to the advantages and benefits of maintaining the environment which is formed from reducing waste, increasing energy efficiency and reducing the release of toxic emissions. Thus, many people who are aware of the environment provide opportunities for marketers to enter a market where people care about the environment, because of the community's desire to

be environmentally friendly, it is important for marketers to utilize resources efficiently without damaging the environment (Wulansari and Sri, 2015).

Currently, a number of companies have started implementing go green. According to Forbes, businesses can reap many benefits if they start implementing the creation of go green products. Not only have they created a good reputation in the eyes of the public, but it seems the company can make just as big a profit. This encourages more companies to produce new products that are safer for the environment. One of the companies that implements going green is Sosro Joy Tea Green.

This is because, PT. Sinar Sosro also always has concern for quality, safety, health and environmental friendliness. This can be demonstrated by efforts to manage waste that does not damage the environment, such as excess tea which turns into compost within a month. Not only from the factory, the company's concern for the environment is also seen in one of its programs entitled Healthy Sosro School which aims to create a clean, green and healthy school environment.

Joy Tea Green is sold in the market at a lower price than its competitors, which are packaged in a returnable glass bottle. But Joy Tea Green in 2020-2021 experienced a decrease in the Top Brand Index. Products that are ranked first in 2020 are Nu Green Tea products at 49.2%, second, Frestea Green at 29.8% and Ichi Ocha products at 10.2%, Lipton products at 3.7% and the lowest rank is Joy Tea products at 7.7%. In 2021 the first rank was occupied by Nu Green Tea products at 32.4%, the second was Frestea Green products at 20.5% and Ichi Ocha products at 20.0% and Joy Tea products at 1.4%.

For that, if PT. Sinar Sosro wants Joy Tea Green to be able to achieve great awareness, so it is not only bottle packaging innovation that needs to be done, but also a communication strategy through advertising that can convey the message content about the product, provide clear information about the product, influence consumers, and become a source of power . pull in communicating their products that have implemented go green. Based on the description above, it supports the author to raise Sosro Joy Tea Green as an object of research with the aim of analyzing the influence of *Green Marketing* and *Green Brand* on Buying Interest with Trust as a mediating variable .

**Theoretical basis**
*Green Marketing*

*Green Marketing* is the marketing of environmentally friendly products (Lee, 2008). This marketing aims to market and offer products that have *core values* that are environmentally friendly. Meanwhile, according to Kotler & Armstrong (2014), *green marketing* is a form of marketing that offers a certain product or service that can simultaneously protect the environment and meet consumer needs. There are three stages in the goals for *green marketing* according to Grant (2007):
1. The first stage is, the company tries to communicate with consumers that the company cares about the environment.
2. The second stage, the company tries to change the lifestyle of consumers in the use of products, such as saving electricity usage, avoiding the use of single-use plastics, etc.
3. The third stage, the company tries to change the consumer culture towards a direction that is more concerned with the environment without the influence of the products or services offered by the company.

*Green Brand*

To date, there are many different definitions of green brands (green products) and many different aspects, where the term "green" is used from the ecological, political and social aspects of business. and sustainability (McDonagh and Prothero), 1996, in Albino et al., 2018). The dimensions of the Green Mark cover very different aspects, and each one formalizes the

meaning of the word "green". As a result, there is no clear definition of green products, but various definitions have been developed by various parties; industrial companies, trade unions, universities and political organizations (Dangelico and Pontrandolfo, 2010).

Consumers who care and have knowledge about environmental issues generally buy products that are environmentally friendly (Laroche et al., 2001). The high level of concern about environmental damage and consumer awareness of environmentally friendly products encourage consumers to buy environmentally friendly products or *Green Brands* . *Green Brand* is defined as industrial products that are produced through environmentally friendly technology and do not cause harm to the environment. In essence, *Green Brand* can be explained as one of the efforts to minimize waste during the production process in addition to maximizing the products made as well as to meet environmental friendly requirements.

*Green Brand* is an environmentally friendly product. A product that is designed and processed in a way to reduce the effects that can pollute the environment, both in production, distribution and consumption (Nugrahadi, 2002). D'Souza et.al (2006), defines a green product ( *Green Brand* ) as a product that will not pollute the earth or deplore natural resources and can be recycled or conserved. In other words, green products refer to products that incorporate strategies in recycling or with content, recycling, reduced packaging or using less toxic materials to reduce their impact on the natural environment. But in general, these products must not harm consumers when used or when not used, can be recycled at least once, and are not harmful when disposed of into the environment.

### Trust

Trust is a fundamental determinant of long-term consumer attitudes and a core concept of relationship quality that creates loyalty. It indicates a person's level of willingness to depend on an object (i.e. a person, company, brand, product) based on the expectation of its ability, reliability, and benevolence (Kang and Hur, 2012). Chen (2010) defines green trust as a consumer's desire to depend on an object based on beliefs or expectations resulting from its credibility, benevolence and environmental performance. Trust is the intention to accept vulnerability based on positive expectations about the integrity and abilities of others (Linetal, 2003). If consumers trust companies that make greenness claims from their products, they will have a more positive attitude towards green products (Lee et al., 2011).

### Buying Interest

Buying intention in general can be interpreted as behavior and desire to buy environmentally friendly products (Deepak and Kant, 2018). A number of studies also mention that the emergence of *Green Brands* has influenced consumer behavior and the desire to buy them (Mostafa, 2006; Rashid, (2009). Chen, et al., (2018) also confirmed the important relationship between environmentally friendly products and the desire to buy certain products, especially products that have been transformed into products that are more environmentally friendly, even since the process at the factory has also become a concern for consumers in influencing their intention to buy a product (Diego, et al., 2016).

Furthermore, the consumer's desire to buy an environmentally friendly product in driven by attitudes towards *Green Brands* , attention to the surrounding environment, and consumers' effective perceptions, perceptions of knowledge about environmental insights that consumers have (Deepak and Kant, 2018). Chen and Chang (2012) apply the original four concepts perceived value of green (environmentally friendly), perceived green risk ( *green perceived risk* ), perceived value of environmentally friendly products ( *green perceived value* ) and Trust (belief in environmentally friendly products) that affect purchase intention .

Based on the description above, consumers' purchase intentions for environmentally friendly products will appear after consumers conduct an evaluation, where the green image of a

product has a role in shaping the value to be evaluated. Then, consumers are interested in minimizing the risk ( *perceived risk* ) they feel not to maximize their utility, so consumers tend to choose environmentally friendly products. In addition, *green perceived value* also builds the credibility of a company based on environmental concerns. Consumers should get the benefits received from the use of these products in the hope of environmental sustainability. This is closely related to *trust* . When consumers believe that the product to be used is a true green and environmental-based product, it will affect consumers' buying interest in the product.
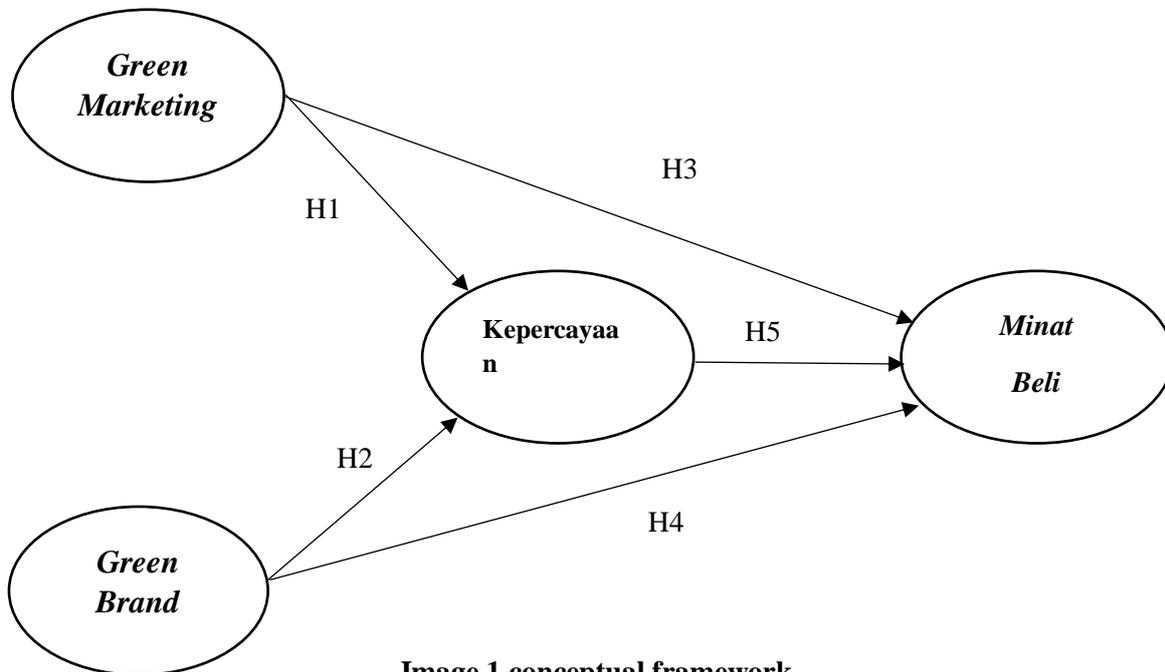
**conceptual framework**



**Image 1 conceptual framework**

**Hypothesis**

The hypotheses of this study include;

H1  : *Green Marketing* has a positive effect on Trust Sosro Joy Tea Green consumers.

H2  : *Green Brand* has a positive effect on consumer confidence in Sosro Joy Tea Green.

H3  : *Green Marketing* has a positive effect on *Green Purchase Intention* to consumers of Sosro Joy Tea Green.

H4  : *Green Brand* has a positive effect on consumers' buying interest in Sosro Joy Tea Green.

H5  : Trust has a positive effect on consumer buying interest in Sosro Joy Tea Green.

**RESEARCH METHODS**

This research is an *Explanatory Research* with a quantitative approach using a survey method through the distribution of questionnaires. *Explanatory research* is research aimed at explaining the causal relationship between research variables and test the formulated hypotheses (Singarimbun and Sofian, 2005). The data obtained from the questionnaire was then analyzed using PLS statistical modeling techniques to answer the problem formulation.

**Operational Definition and Measurement of Variables**

According to Sugiyono (2015) research variables are everything in any form determined by the researcher to be studied so that information is obtained about it. The operational definitions of research variables are as follows:

*Independent Variable* **(X)**

The variables studied have an effect on other variables or variables that influence or cause other variables. This variable is also called the independent variable (Roma, 2004). In this study, the *independent variables* used are:

1. *Green Marketing* (X1)

   *Green Marketing* is a form of promotion that promotes products, services, ideas, or the company's ability to reduce environmental damage. In this study, the promotion of the Sosro Joy Tea Green product with the concept of a healthy Sosro school . *Green Marketing* variables according to Sabir, Safdar, Khurshid, and Hafeez (2014), The indicators include :
   
   a) Attitude towards Promotion
   
   b) Informative promotion
   
   c) Promotion Effectiveness

2. *Green Brand* (X2)

   *Green Brands* are industrial products that are produced through environmentally friendly technology and do not cause harm to the environment . *Green Brand* in this study in the form of Sosro Joy Tea Green drink. Indicators used in the *Green Brand* variable adopted from research by Rokka and Uusitalo (2008), Pankaj and Vishal (2014), Kong (2015 ) , among others :
   
   a) Eco-friendly products are beneficial to the environment
   
   b) environmentally friendly product performance according to consumer expectations
   
   c) raw materials for environmentally friendly products are made of harmless materials.

3. Trust (X3)

   Trust is consumer confidence in a performance that will be produced by environmentally friendly products. The indicators of trust used in this study were adopted from research by Chen (2010), Chen and Chang (2012), Wei, et.al, (2017), Liang, Choi, and Joppe (2018), among others :
   
   a ) Organic claim
   
   b) Reputation
   
   c) Environmental performance
   
   d) Environmental commitment

*Dependent Variable* **(Y)**

Variables whose conditions are influenced by other variables or which are the result. This variable is also called the dependent or dependent variable (Roma, 2004). The dependent variables in this study are:

1. Buying Interest (Y)

   Buying interest in this study is an interest in buying environmentally friendly products. Based on the results of previous research (Barnes, 2011; Chen and Chang, 2012b; Wu and Chen, 2014; Chekima, 2015; Cheng, Chen and Tung, 2018) the Buying Interest indicator consists of :
   
   a) Interest in buying environmentally friendly products because they are beneficial for the environment
   
   b) Interest in buying environmentally friendly products because they do not cause environmental pollution
   
   c) Interest in buying environmentally friendly products because they have more attention to the environment

**Population and Sample**

According to Sugiyono (2015) population is a generalization area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions. The population in this study were consumers of Sosro Joy Tea Green in the Rungkut District, Surabaya.

The sample is the subject of the population, consisting of several members of the population (Ferdinand, 2006). This subject is taken because in many cases it is not possible to examine all members of the population, therefore a representative of the population is called a sample . The sampling technique used in this study is *Non-Probability Sampling* is a sampling technique that does not provide equal opportunities or opportunities for each element or member of the population to be selected as a sample. The type of *Non Probability Sampling* used is *Purposive Sampling* with the following criteria:

1. Minimum age 17 years
2. Domiciled in Rungkut District, Surabaya
3. Sosro Joy Tea Green consumers who are met when making a purchase.

The method of determining the number of samples uses a formula in accordance with the theory of Hair et al (2010), which says that the number of samples as respondents must be adjusted to the number of question indicators used in the questionnaire , assuming nx 5 *observed variables* (indicators) up to nx 10 *observed variable* (indicator) . In this study there are 1 3 indicators, then the number of respondents is taken within the maximum limit of 1 3 x 10 = 130 respondents deemed sufficient to represent the population.

**Analysis Techniques**

The analytical technique used in this research is *Partial Least Square* (PLS). PLS is a *powerful* analytical method because it does not assume data with small-scale measurements and samples. The PLS approach is *distribution free* or in other words, it does not assume a certain distribution of data, it can be in the form of nominal, category, ordinal, interval, and ratio (Ghozali, 2006:18). The use of the PLS method is suitable in this study. PLS is suitable because it does not require data with a certain distribution and is very flexible for this study because it does not require too many samples. Models in PLS are divided Becomes two measurement models or *outer models* . *The* outer model is divided into a reflexive indicator method used because it eliminates one indicator that will not change the meaning of the construct. The reflexive model requires covariation (relationship) between indicators and indicators must have the same or similar content (Ghozali, 2006).

The structural model and the *inner model* are evaluated by looking at the percentage of variance explained by looking at the $R^{2 \text{ value}}$ for the dependent latent construct. The stability of this estimate was evaluated using statistical t-test obtained through the *bootstrapping procedure* (Ghozali, 2006:24). The test is said to be influential if the t value is greater than 1.96. The inner model equation contains the coefficient $\gamma$, $\beta$. The coefficient is a value which if the value of the predictor variable (affect) changes, it will cause a change in the response variable (influenced). If the coefficient value is positive, it means that if the predictor variable increases, the response variable will also increase and vice versa. If the coefficient value is negative, it means that if the predictor variable increases, the response variable will decrease. And vice versa.

**Hypothesis test**

Hypothesis testing between constructs, namely exogenous constructs to endogenous constructs and endogenous constructs to endogenous constructs was carried out using the bootstrap resampling method developed by Geisser Ghozali (2014:). The test statistic used is the t statistic or t test, the application of the resampling method allows the validity of freely distributed data, does not require the assumption of a normal distribution, and does not require a

large sample. Hypothesis testing using full model *Structural Equation analysis Modeling* (SEM) with *smartPLS* . In *full SEM model* with PLS in addition to predicting the model, also explains the presence or absence of a relationship between latent variables. The research hypothesis is accepted if the weight value of the relationship between latent variables shows a direction with the t-statistic value above the t-table value of 1.645 for = 0.05: The research hypothesis is rejected if the weight value of the relationship between variables shows the t-statistic value below the t-value -table for = 0.05;

**RESEARCH RESULTS AND DISCUSSION**

**1. Validity**

  *Discriminant validity* is carried out to ensure that each concept of each latent variable is different from other variables. The model has good discriminant validity if each loading value of each indicator of a latent variable has the largest loading value with other loading values on other latent variables. The results of the discriminant validity test were obtained. If the square root value of AVE in each construct is greater than the correlation value between constructs in a model, it can be concluded that the model has a good *discriminant validity* value (Ghozali, 2015). This can be seen in the table below

**Table 1** *Average Variance Extracted (AVE)*

|  | Average Variance Extracted (AVE) |
|---|---|
| GREEN MARKETING (X1) | 0.663 |
| GREEN BRAND (X2) | 0.686 |
| INTEREST TO BUY (Y) | 0.677 |
| TRUST (X3) | 0.570 |

Source: primary data processed, 2022

  *Avarage Variance Extracted (AVE) value,* which is a value indicating the magnitude of the indicator variance contained by the latent variable. Convergent AVE value must be greater than 0.5 to indicate adequacy of good validity for latent variables. The reflective indicator variable can be seen from the Avarage *variance extracted (AVE) value* for each construct (variable). The model will be declared good if the AVE value of each construct is greater than 0.5. The test results show that the AVE value for all constructs (variables) has a value greater than 0.5, so it can be declared valid.

**2. Reliability**

  Construct reliability can be measured by looking at the *composite reliability value* , the construct is declared reliable if the *composite reliability value* is more than 0.70 so it can be concluded that the indicator is said to be consistent in measuring the latent variable.

**Table 2** *Composite Reliability* **Value**

|  | Cronbach's Alpha | rho_A | Composite Reliability |
|---|---|---|---|
| GREEN MARKETING (X1) | 0.748 | 0.755 | 0855 |
| GREEN BRAND (X2) | 0.771 | 0.771 | 0.867 |
| INTEREST TO BUY (Y) | 0.760 | 0.777 | 0.862 |
| TRUST (X3) | 0.748 | 0.754 | 0.841 |

Source: primary data processed, 2022

  The measurement of construct reliability can be done by looking at the *composite reliability value. The* construct is declared reliable if the *composite reliability value* is more than 0.70 and it is stated that the indicator is said to be consistent in measuring the latent variable. The test results show that all constructs (variables) in this study have a *composite reliability value* greater than 0.7. So that it is said to be reliable.

**Structural Model**
**Model Goodness of Fit**
Testing of the structural model is done by looking at the *R-Square value* which is the *goodness-fit test of the model* . The *inner model* test can be seen from the *R-square value* in the equations between latent variables. The value of $R^2$ explains how much the independent variable in the model is able to explain the dependent variable.

**Table 3. *R-Square* . Value**

|  | R Square | R Square Adjusted |
|---|---|---|
| INTEREST TO BUY (Y) | 0.723 | 0.717 |
| TRUST (X3) | 0.500 | 0.492 |

Source: primary data processed, 2022

In table 3 it can be seen that the value of R2 = $^{0.723}$ This can be interpreted that the model is able to explain the phenomenon/problem of Buying Interest by 72.30%. While the rest (27.70%) is explained by other variables (besides trust ) that have not been included in the model and *errors* . It means Buying Interest influenced by Trust of 72.30% while 27.70% is influenced by other variables that are not measured in this study. In this study the value of *Loading factor (outer loading* ) can show the weight of all indicators on the variables. The largest *loading factor value* can explain that the indicator is said to be a measure of the variable that is considered dominant.

**Causality Test (Inner Model)**
Testing of the structural model is done by looking at the *R-Square value* which is the *goodness-fit test of the model* . The inner model test can be seen from the *R-square value* in the equations between latent variables. The value of R2 explains how much the independent variable in the model is able to explain the dependent endogenous variable.

Figure 2 PLS Model Results
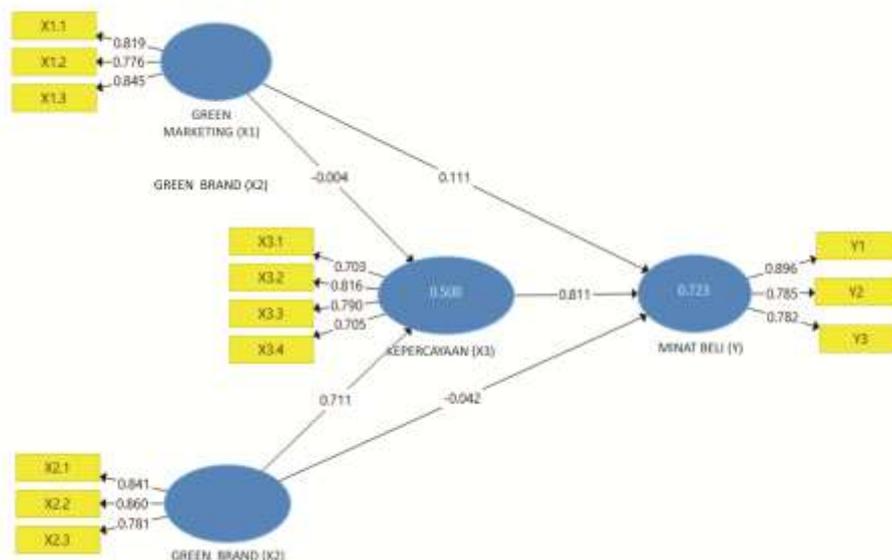


Source: primary data processed, 2022

**Table 7** *Results For Inner Weights*

| | Original Sample (O) | Sample mean (M) | Standard Deviation (STDEV) | T Statistics (\|O/STDEV\|) | P Values |
|---|---|---|---|---|---|
| **GREEN MARKETING (X1) -> INTEREST TO BUY (Y)** | 0.111 | 0.118 | 0.104 | 1.070 | 0.285 |
| **GREEN MARKETING (X1) -> TRUST (X3)** | -0.004 | 0.007 | 0.125 | 0.034 | 0.973 |
| **GREEN BRAND (X2) -> INTEREST TO BUY (Y)** | -0.042 | -0.041 | 0.137 | 0.305 | 0.760 |
| **GREEN BRAND (X2) -> TRUST (X3)** | 0.711 | 0.705 | 0.125 | 5.666 | 0.000 |
| **TRUST (X3) ->INTEREST TO BUY (Y)** | 0.811 | 0.800 | 0.069 | 11,801 | 0.000 |

Source: primary data processed, 2022

**Hypothesis test**

   After all the assumptions can be met, then the hypothesis testing will be carried out as proposed in the previous chapter. The last test is testing the research hypothesis based on the *t_statistic values* through the standard error bootstrap procedure *and the path coefficient,* from a causal relationship between the two values and the results of PLS processing as shown in the tables above, then the results of testing the research hypothesis are obtained.

1. Sosro Joy Tea Green with a *path* coefficient of -0.004 where the value of p-values = 0.973 is greater than the value of = 0.05 (5%). Thus, *green marketing* has no significant effect on trust.
2. *Green Brand* has a positive effect on consumer confidence in Sosro Joy Tea Green with a *path* coefficient of 0.711 where the p-values = 0.000 is smaller than the value of = 0.05 (5%). Thus *Green Brand* significant effect on Trust.
3. *Green Marketing* does not have a positive effect on *buying interest* in Sosro Joy Tea Green consumers with a *path* coefficient of 0.111 where the p-values = 0.285 is greater than the value of = 0.05 (5%). Thus, *green marketing* has no significant effect on purchase intention .
4. *Green Brand* does not have a positive effect on Buying Interest on Sosro Joy Tea Green consumers with a *path* coefficient of -0.42 where the p-values = 0.760 is greater than the value of = 0.05 (5%). Thus, *Green Brand* has no significant effect on Buying Interest .
5. Trust has a positive effect on Buying Interest in Sosro Joy Tea Green consumers with a *path* coefficient of 0.811 where the p-values = 0.000 is smaller than the value of = 0.05 (5%). Thus Trust have a significant effect on Buying Interest.

**Discussion**

*Green Marketing* **does not have a positive effect on Trust to consumers of Sosro Joy Tea Green**

   The results of this study indicate that *green marketing* does not have a positive effect on trust. This is not in line with the theory which states that the more information that consumers get about the benefits of a product, the more confidence they have in the product. This result is not in accordance with the research conducted by Dehghanan and Bakhshandeh (2014), which states that Trust can be obtained if the information on the *green marketing* of the product is appropriate. Each company has specific strategies that are applied to attract customers to buy their products, such as what Sosro Joy Tea Green did, which used promotions to generate trust

in consumers, but this did not work well in the minds of consumers so that it did not create trust. adequate. So it can be suggested that Sosro Joy Tea Green should not always rely on *green marketing* to create elements of trust that want to be instilled in consumers.

### *Green Brand* has a positive effect on consumer confidence in Sosro Joy Tea Green

The results of this study indicate that *Green Brand* has a positive influence on Trust. This is in accordance with the theory which states that consumers see *Green Brand* as a product that can be trusted and is not harmful to animals and the environment. The Sosro Joy Tea Green product party must pay attention to the importance of providing good and correct product knowledge continuously so that consumers can have confidence in the product. Important information related to the knowledge of *Green Brand* as a product that is environmentally friendly, can reduce the negative impact on the environment, can reduce environmental pollution and has a performance that is in line with expectations, must be conveyed properly to consumers. Having proper knowledge about Green Brand as a product that is safe for consumption is of course very important for consumers because it creates trust in consumers.

### *Green Marketing* does not have a positive effect on consumers' buying interest in Sosro Joy Tea Green

The results of this study indicate that *green marketing* does not have a positive effect on buying interest. The results of this study are not in line with the theory which states that green marketing is a promotion that has criteria, explicitly or implicitly promoting an environmentally friendly lifestyle with environmentally friendly products or services (According to Banerjee in Ozkocak , 2011). The results of this study are also not in line with research conducted by Praharjo (2013) which states that consumers tend to pay attention to promotions that care about the environment to choose the products to be used. It can be concluded that respondents do not pay attention to promotions that contain messages about caring for the environment to make purchases. *Green Marketing* cannot influence consumers' intentions to purchase Sosro Joy Tea Green products. To strengthen the *green marketing* of Sosro Joy Tea Green products, promotions can be carried out with other concepts so that in addition to strengthening environmentally friendly products, Sosro Joy Tea Green can have its own characteristics. This is because other bottled mineral waters have also started to promote or display promotions stating that their products are environmentally friendly, and make Sosro Joy Tea Green not have other characteristics.

### *Green Brand* does not have a positive effect on consumers' buying interest in Sosro Joy Tea Green

The results of this study indicate that *Green Brand* does not have a positive influence on Purchase Interest. This research is not in line with previous research researched by Rakhmawati (2019) regarding *Body Shop products* in Yogyakarta as a *Green Brand* . The variables used in research on *Green Brand* show that the results have no effect on Buying Interest. The results of this study are not in line with the research of Yadav & Pathak (2016) and Tan *et al* . (2019) where there are positive results for the purchase of *Green Brand* . This is also not in line with the theory which states that consumers show a very positive attitude towards *Green Brands* and will encourage their intention to make purchases (Kanchanapibul *et al* ., 2014; Pratiwi *et al* ., 2018). Research *by Bhutto et al* . (2019) states that consumers are very concerned about the environment and direct their intention to buy *Green Brand* , but in this study, this cannot be proven because almost all bottled mineral water already carries *Green Brand* as the concept.

**Trust has a positive effect on Buying Interest on Sosro Joy Tea Green consumers**

The results of this study indicate that trust has a significant influence on purchase intention. The results of this study prove the theory which states that trust is a will to depend on a brand, product or service on the basis of beliefs or expectations resulting from credibility, good deeds and skills regarding environmental performance (Chen in Pratama, 2014). The results of this study are also in accordance with the research of Albar Gunarso and Andirani Kusumawati (2013) which states that there is a significant influence between trust and consumer interest in purchasing environmentally friendly products (Buying Interest). From this research it can be concluded that the better the trust and credibility of a product, the higher the consumer's desire to make a purchase. Building credibility on good products in the minds of consumers can be a strategy to make potential consumers have a desire to buy products.

## CONCLUSIONS AND RECOMMENDATIONS
### Conclusion

Conclusions that can be drawn based on the results of the tests of the hypotheses that have been previously proposed include the following.

1. The more information that consumers get through *green marketing* is not a determinant of the emergence of trust in the product.
2. *Green Brand* is trusted by consumers to be a product that is not harmful to animals and the environment.
3. Consumers do not pay too much attention to promotions that care about the environment ( *green marketing* ) to choose the products to be used.
4. Consumers do not show a positive attitude towards *Green Brand* and will encourage their intention to make a purchase.
5. Trust is the will to rely on a brand, product or service on the basis of belief and can lead to consumer interest in purchasing environmentally friendly products.

### Suggestion

1. Special features
   Sosro Joy Tea Green uses promotions to create trust in consumers, but it turns out that it can't work well in the minds of consumers so it doesn't create adequate trust. It is necessary to have special characteristics that can be embedded in the minds of consumers to increase consumer confidence.
2. Product Credibility
   Sosro Joy Tea Green should not always rely on *green marketing* to create elements of trust that want to be instilled in consumers. But it is better to build credibility on a good product in the minds of consumers, which can be used as a strategy to make potential consumers have the desire to buy the product.

3. For Further Research
   For further research that will conduct development research or replication research of this research, it is expected to be able to do so using a larger sample and/or wider scope. This study uses a questionnaire and limited question items, it is necessary to develop it by looking at indicators or even other variables that can affect buying interest.

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