

Mawardi, Mukhammad Kholid; Iqbal, Mohammad; Astuti, Endang Siti; Alfisyahr, Rizal; Mappatempo, Andi

Article

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Determinants of green trust on repurchase intentions: a survey of Quick Service Restaurants in Indonesia

Mukhammad Kholid Mawardi^a , Mohammad Iqbal^a , Endang Siti Astuti^a , Rizal Alfisyahr^a 
and Andi Mappatempo^b 

^aFaculty of Administrative Science, Brawijaya University, Malang, Indonesia; ^bFaculty of Economics and Business, Muhammadiyah University, Makassar, Indonesia

ABSTRACT

This study aimed to determine the interaction between internal and external factors of consumers indicated by perceived values, green products, and environmental behavior on customers' decisions to purchase fast food restaurants' eco-friendly products indicated by green trust and repurchase intention variables. This research involved 336 respondents and employed a survey as an inquiry method. The findings show that consumers' internal factors, namely perceived values, and external factors, namely green products, could significantly affect green trust and repurchase intention that represented the decision of purchasing environmentally friendly products. Meanwhile, the environmental behavior could not influence the consumers to purchase eco-friendly products from fast food restaurants. Finally, this research contributes to a consumer investigation to determine the effects of consumers' internal and external factors to buy eco-friendly products.

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1. Introduction

Environmentally friendly products become a consideration for consumers with eco-consciousness and provide a new market segment for the business industry. As businesses are urged to be responsible for environmental issues by utilizing public care and attention; they tend to change their business approaches. One of the approaches being focused upon by companies is their sensitivity to issues such as environment sustainability. In this sense, one of the relevant activities that leverage such awareness to environmental issue is the practice of green marketing (Palmero & Montemayor, 2020; Yadav et al., 2016). Since its early conception in the late 1980s and early 1990s, green marketing has emerged as a prominent focus in marketing (Laheri et al., 2014). And thus, it became an important stream of focus in the marketing domain and considered as a marketing activity that seeks to reduce extensive use of resources and, at the same time, can satisfy the desire of consumers.

The term green marketing is inseparable from a green product with the term 'green', identical to the eco-friendly products, services, laws, guidelines, and policies to protect or save the environment (Kawitkar, 2013). Moreover, green marketing has evolved to be an influential topic that bolster the realization towards environment and the society under the emergence of 'sustainable development' agenda (Joshi & Rahman 2019; Palmero & Montemayor, 2020). Despite the significance of green marketing to a greener consumption, there is a gap in the literature that indicates lacked of attitude towards eco-friendly behavior (Askadilla & Krisjanti, 2017; Weisstein et al., 2014). Despite food processing that nurtures sustainable environment and green consumption have been applied, issue that surround waste management remains as a challenge for sustainable development goals particularly in emerging economy such as Indonesia.

CONTACT Mohammad Iqbal  Iqbal07@ub.ac.id  Faculty of Administrative Science, Brawijaya University, Malang, Indonesia.

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Interestingly, Indonesia's Central Bureau of Statistics (Central Bureau of Statistics, 2018) reported via the 2018 Ecological Indifference Behavior survey with regard to lacked of awareness towards waste management in Indonesia was 72% (BPS 2018). This finding signifies that many people are not aware of the importance of protecting the environment. Also, it was revealed that Indonesian population composition indicated that 'millennials' were ranked the second-largest portion with 25.87% (BPS 2020). Further, this generation is attributed by 'attention' to the natural environment, apply environmentally friendly lifestyle, and show environmentally friendly consumption behavior (Anuar et al., 2020; Kanchanapibul et al., 2014). Although both surveys have not concluded that lacked of awareness towards green behavior have pointed particular age groups to be reluctant to environmental issue, it possesses a potential opportunity and threat to sustainable development goals.

As consumption towards fast-food chain restaurants (also known as quick-service restaurants (QSR) increases overtime, consumption value for certain generation needs to be uncovered especially when lifestyle and innovativeness becomes important consumer's attributes (Lu et al., 2013; McKay, 2010; Smith, 2010). In the light of the arguments that corroborate the context of green marketing via an extensive review of the literature, this study aims to investigate and uncover two-folds of focuses: (1) the extent to which perceived value, green products and environmental behavior determines green trust; and (2) determinants of green trust in leverage repurchase intention. Based on these phenomena, the explanation of the push-factor for green marketing such as: whether or not perceived values, green products and environmental behavior are determinants of green trust subsequent to repurchase intentions. Therefore, in various literatures that have been disclosed, this research aims to investigate the determining factors that interact between internal and external consumer factors directed by perceived values, environmentally friendly products, and environmental behavior towards customer decisions to purchase environmentally friendly products in QSR, emphasized by the variables of green trust and repurchase intention. Adding to the aims that had been determined, this study is operationalized to answer pertaining research questions (RQs):

RQ1. Do perceived value, green products and environmental behavior leverage green trust?

RQ2. How can green trust leverage repurchase intention?

2. Literature review

2.1. Eco-friendly practices in quick service restaurant

Quick Service Restaurants (QSR) is one of the sectors relevant to the issues of eco-friendly products. As indicated in a market research survey, there is a revenue growth of fast-food markets from 2016 to 2022 (Figure 1). The global QSR total revenue has increased within the last six years and predicted to rise by 4% or equivalent to USD 691 billion in 2022 (T4, 2022). It summarizes that consumers' behavior of consuming QSR has been increasingly significant in line with the need for the industry to adapt to new consumer's habits such as healthier products and sustainable options (<https://www.t4.ai/industry/fast-food-market-share>).

Furthermore, the research indicated that QSR market share in 2019 were distributed into several brands (Figure 2). Data suggest that the largest QSR chain is McDonalds with 21.4%, followed by

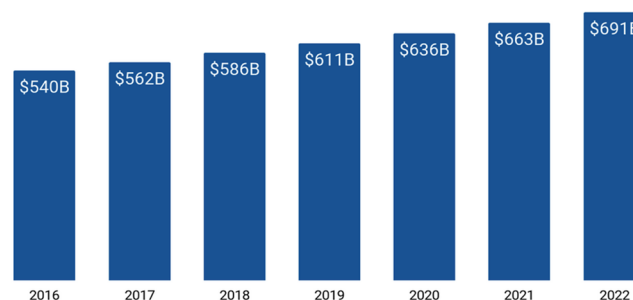


Figure 1. Global fast food market revenue from 2016 to 2022 (in Billion US Dollars).
Source: T4, (2022).

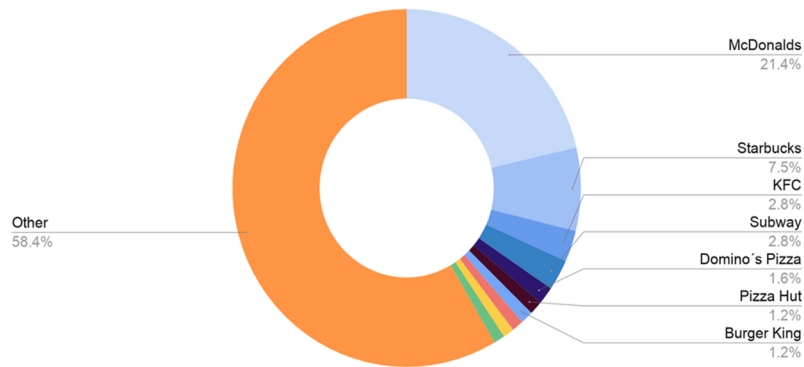


Figure 2. Global fast food market revenue by brand.
Source: T4,4 (2022).

Starbucks (7.52%), KFC (2.82%) and the remainder (unidentified brands) has a 58.4% of market share, respectively. These figures indicates that QSRs remains having a potential market growth.

In the context of food-service market in Indonesia, a study from Mordor Intelligence Industry Report (2021) has reported that the market is valued at USD 34,985.26 million in 2021 and is forecasted to grow at a CAGR of 8.44% in the period between 2022 and 2027. Moreover, Indonesian food-service market is fragmented, with the major market share held by prominent local and global players, such as McDonald's Corporation, Yum! Brands Inc., Johnny Andrean Group, and PT Eka Bogainti. These major corporations have been engaging in strategies such as product innovation and geographical expansions, predominantly in the Indonesian food-service market. Production innovation has been a key strategy adopted by the major operators, and are actively expanding their innovative product ranges and increasing their product offerings to meet the growing demand for sustainable and green consumers (<https://www.mordorintelligence.com/industry-reports/indonesia-foodservice-market>). In an academic context, Budiyaniti and Patiro (2018) indicated that the number of QSR in Indonesia reaches more than 7000 unit throughout the country and mainly operate at major cities. Moreover, the Indonesian QSR market is expected to be primarily driven by the increasing frequency of dining out amid time-pressed schedules and the growing influence of western dietary patterns due to the presence of international companies, particularly in major cities, such as Jakarta, Surabaya, and Medan (Mordor Intelligence Industry Report, 2021). In addition, Indonesian QSR market is being driven by factors such as growth in demography and the availability of organized QSR offering quality food and services. And therefore, Indonesia is an attractive market for international QSRs.

Based on the QSR industrial research, it is important to note that issues with concerns to eco-friendly practices as well as issue of sustainable livelihood for consumers are becoming more popular. For instance, research on consumer behavior that focuses on green practices have achieved increased attention particularly linking them to QSRs (DiPietro et al., 2013; Joe et al., 2020; Ottenbacher et al., 2019). In the context of green behavior, Chen (2010) investigated the constructs of green satisfaction and green trust. Further, that study revealed that green trust played a critical role, especially for companies operating in more stringent environmental regulations, despite the fact that consumers did not have high ecological consciousness (Chen, 2010). Another issue closely related to green marketing is the increasing public awareness of the impact of environmental consumption, especially the impact of ecological consumption activities and environmental awareness (Dagher & Itani, 2014; Hahnel et al., 2014). Hence, it is important to explore determinants of ecological awareness such as customers perceived value in green marketing practices.

2.2. An application of value-belief-norm theory into green marketing

It has been more than two decades since the Value-Belief-Norm (VBN) theory was first introduced from Stern et al.'s (1999) research and currently, is used across disciplines to examine pro-environment behavior (PEB). According to Trautwein et al. (2023), the VBN theory was an extension of Norm-

Activation-Theory (NAT) developed by Schwartz (1977) is highly employed concept that elucidate social psychology theory in environmental behavior studies (Abutaleb et al., 2020). Furthermore, Trautwein et al.'s (2023) highlight on environmental behavior provided a view that the circular model of values (CMV) proposed by Schwartz (1992) and the new ecological paradigm (NEP) (Dunlap & Van Liere, 1978; Dunlap et al., 2000) are further building blocks of VBN theory. Therefore, VBN theory has its usefulness to predict an individual's environmental behavior driven by personal norms, determined by beliefs with regard to the association between human and nature. Also, awareness to consequences of environmentally harmful behavior and ascription of responsibility for environmental damage has been the core value of VBN theory (Trautwein et al., 2023).

Whilst VBN theory highlights interaction between human values with their environment, there are various behavioral theories relevant to be expanded in the context of green marketing or green consumption. In a recent article Sharma (2021) has contended that several theories have the usefulness to explore and explain consumer purchasing decision that relates heavily to the context of green marketing. For example, Sharma (2021) mentioned that Social Influence Theory (SIT) can be used to examine the influence of social reference groups on green preferences and behavior. Furthermore, Sharma (2021) highlighted evidence by showing that green consumption choices are consistent with utility maximization and price affects the utility functions of consumers (Abaidoo, 2010). Also, Attitude-Behavior-Context (ABC) theory, which mediates the link between attitude and behavior (Peattie, 2010) and Acquisition-Transaction-Utility (ATU) theory that encompasses consumer's intent to acquire particular goods. And hence, the existence of these theories has been fruitful to uncover consumer decision-making process particularly in the context of green consumption (Sharma, 2021).

2.3. Customer perceived value on green trust

The concept of perceived value becomes increasingly pivotal in the field of consumer behavior and marketing (Konuk, 2018; Muflih et al., 2020). Since perceived value become increasingly important, companies can increase consumers' purchase intentions by providing superior values of the products (Cheung et al., 2015; Kartajaya et al., 2019; Steenkamp & Geyskens, 2006). Whilst functional value is associated with the products' properties to achieve various objectives—functional, utilitarian, physical—(de Morais Watanabe et al., 2020; Jayashankar et al., 2018), product value offers profit that distinguish a company from its competitors' (Kim et al., 2008; Seegebarth et al., 2016). Furthermore, perceived values are important to influence customers' trust subsequent to purchase (Curvelo et al., 2019; Konuk, 2018). Trust is seen as a mental state that involves the desire to accommodate vulnerabilities focusing on preferable motives. Therefore, the perceived value constitutes an essential component of customers' long-term relationships (Cheung et al., 2015; Kartajaya et al., 2019; Zhuang et al., 2010) and plays an important role in influencing the purchase intention. Therefore, the correlation is that trust is formed from the information provided regarding the value contained in the product, both regarding benefits, health, certification, and labeling according to customer perceived value (de Morais Watanabe et al., 2020). Thus, the values contained in these products in a sustainable manner act as a guarantee of product origin (Silva et al., 2017) and have an impact on customer perceived value. For instance, Su et al. (2015) underlined several factors that significantly influence the intention to buy organic products, such as a positive attitude towards organic food by believing that it is free of pesticides, previous experience, availability and perceived price suitability. In fact, consumers may repurchase the same product from the same company or brand if they realize that they are receiving greater value than offered by other suppliers (de Morais Watanabe et al., 2020; De Toni et al., 2018).

Based on various literatures discussing green consumption, green trust is defined as the psychological state of consumers that refers to individuals' beliefs in accepting an environmentally friendly product and tending to rely on the product, believing it can deliver reliable expectations with environmentally friendly and energy-efficient characteristics. Previous studies revealed that the perceived value could affect the green trust (Anuar et al., 2020; Chen & Chang, 2012, 2013; Curvelo et al., 2019; Gil & Jacob, 2018; Konuk, 2018). In the QSR context, this hypothesis is substantiated by studies like Berger and Corbin (1992) and Nguyen et al. (2018), highlighting the pivotal role of trust in environmentally conscious domains. Certifications and labeling, as noted by Anuar et al. (2020) and Chen and Chang (2012), act as

vital signals influencing green trust. As consumers increasingly prioritize sustainability, transparent communication by QSRs about their commitment to eco-friendly practices enhances perceived values, fostering stronger trust. Integrating insights from Konuk (2018) and Curvelo et al. (2019), QSRs can solidify consumer trust by aligning with and embodying perceived values associated with environmental responsibility. It can be associated that consumer perceived value has a positive and significant effect on green trust. However, customers' perception towards a specific value can affect ones' trust towards a product (Chen & Chang, 2012; Dwikuncoro & Ratajczak, 2019; Konuk, 2018; Tarabieh, 2021). Meanwhile, in the QSR landscape, echoing De Toni et al. (2018), Dlačić et al. (2014), and Wang and Yu (2016), this hypothesis underscores the enduring impact of perceived values on consumer repurchase intentions. Beyond taste and convenience, perceived values associated with sustainability and ethical sourcing significantly influence loyalty, aligning with insights from Anuar et al. (2020) and Chen and Chang (2012). Transparent communication and delivery on perceived values, particularly those related to environmental responsibility, are vital. By doing so, QSRs not only meet customer preferences but also, as suggested by De Toni et al. (2018) and Dlačić et al. (2014), build lasting relationships and drive increased repurchase intentions. Furthermore, other studies discovered that the perceived value positively and significantly influence repurchase intentions (see, De Toni et al., 2018; Dlačić et al., 2014; Wang & Yu, 2016). Adding to that of consumer's perceived value, green trust has an important attribute to drive green consumption. And hence, the hypotheses pertaining to this study are:

H1: There is a positive effect between perceived values with green trust.

H2: There is a positive effect between perceived values with repurchase intentions.

2.4. Green product and sustainable consumption

Most research signifies that consumer tend to be skeptical about green product claims (Garcia & Teixeira, 2017). Despite the contention that green products can influence consumers' confidence because their production is more sustainable than conventional products, many consumers are still skeptical and neglected the claim of green products (Nuttavuthisit & Thøgersen, 2017). Most consumers' doubts are caused by not having the technical expertise and knowledge to distinguish green products from conventional products, especially in the absence of chemical components in food production (Nuttavuthisit & Thøgersen, 2017). Nevertheless, for knowledgeable green products consumers, trustworthiness in consuming them is a result of a confidence towards green product (Agustini et al., 2019; Smith & Paladino, 2010). Moreover, environmental concern has influenced the idealistic view of a green product and fostered customer trust (Amin & Tarun, 2020; Li et al., 2021). And thus, green products have become a key element and strategy to maintain the market (Carfora et al., 2019; Krystallis & Chryssohoidis, 2005; Lee, 2021). As noted by Amoako et al. (2020), the intense use of the products determines consumers' trust in green products that subsequently act as a prerequisite to creating a market for such a product (Janssen & Hamm, 2011; Noblet & Teisl, 2015). Within the QSR context, consumer skepticism towards green product claims, noted by Garcia and Teixeira (2017) and Nuttavuthisit and Thøgersen (2017), poses a challenge in establishing green trust. As noted by Carfora et al. (2019) and Lee (2021), trust in QSR green offerings becomes crucial for sustaining market presence. Amoako et al. (2020) observe that the consistent use of green products in the QSR setting acts as a determinant of consumer trust, becoming a prerequisite for creating a market for such products.

Thus, the attributes of green products that emphasize environmental protection which are actually superior values can only be realized by changing demands for environmental protection into (re)purchase intentions (Ariffin et al., 2016; Silva et al., 2017). Green products are characterized by resource conservation, can be recycled, free of chemicals, and are healthy (Sun & Wang, 2019), thus, they are safe for consumption by consumers. This is the superiority of preference for green products which can shape repurchase intention (Silva et al., 2017). In addition, repurchase intention includes various motives that influence consumer buying behavior and can predict actual purchase behavior by assessing the value attributes contained in the product (Baum & Gross, 2017). Furthermore, green product repurchase intention refers to the tendency of consumers to buy products with the best environmental characteristics than ordinary products (Esmailpour & Bahmiary, 2017), which also consists of various motivations

generated by behavior (Li et al., 2021; Suhartanto et al., 2020). In the QSR landscape, the superior environmental attributes of green products, such as resource conservation, recyclability, and healthiness (Sun & Wang, 2019), position them as attractive options for consumers. Ariffin et al. (2016) and Silva et al. (2017) stress that these attributes contribute to repurchase intentions, reflecting consumers' preferences for environmentally conscious options. There are various studies that have investigated the relationship between green products and repurchase intentions which show a positive effect (Ariffin et al., 2016; Farias et al., 2021; Paul et al., 2016; Suhartanto et al., 2020). Therefore, the hypotheses relevant to this study are:

H3: There is a positive effect between green products on green trust.

H4: There is a positive effect between green products on repurchase intentions.

2.5. Environmental behavior imperative

Understanding environmental behavior of food consumers' convenience is very challenging for QSR due to contradictive interests between environmental-friendly intentions or behavior and the products or services provided (Ricci et al., 2018). Moreover, environmental behavior can be a quality attribute of the product (Aschemann-Witzel & Niebuhr Aagaard, 2014; Dagher & Itani, 2012; Soomro et al., 2020; Xu et al., 2020) as it provides information and convinces consumers to make a purchase. Environmental behavior contributes to providing information about the product to consumers; and hence, their trust affects their behavioral intention to buy (Lee & Yun, 2015; Taufique et al., 2017). Nevertheless, when environmental values are overstated and provide misleading and confusing green claims, consumers will eventually be reluctant in trusting the product (Chen & Chang, 2013; Laheri et al., 2014; Lucas et al., 2021). In fact, consumers may identify real environmental efforts by businesses as intrinsic motivations and environmental opportunistic profits as extrinsic motivations when it comes to advertising or information about green practices (Ahmad et al., 2021; Moon, 2017; Parguel et al., 2011). The function of environmental orientation can lead a company to produce safe products for the environment and attract sensitive consumers to the environment (Konuk, 2019; Narula & Desore, 2016). Moreover, consumers' brand attitude in green advertising might be an outcome of their perception towards environmental utilitarian benefits (Lee, 2021). Thus, navigating environmental behavior in the QSR landscape is challenging due to conflicting interests. Ricci et al. (2018) underline this complexity, arising from contradictory intentions and the nature of QSR products. Environmental behavior, as a product quality attribute (Aschemann-Witzel & Niebuhr Aagaard, 2014; Dagher & Itani, 2012; Soomro et al., 2020), significantly influences green trust. Authentic environmental claims are pivotal (Chen & Chang, 2013; Laheri et al., 2014), as overstated values breed skepticism. Consumers distinguish genuine environmental efforts, impacting trust (Ahmad et al., 2021; Moon, 2017). Further, multiple studies have proven that environmental behavior significantly influences the green trust of an environmentally friendly product (Aschemann-Witzel & Niebuhr Aagaard, 2014; Konuk, 2019; Lee & Yun, 2015; Ricci et al., 2018; Taufique et al., 2017).

Meanwhile, environmental behavior toward green products is also a determinant of consumer behavior which indicates that it is related to repurchase intention because it is based on that consumers are aware of the importance of protecting the environment in order to maintain health. Thus, repurchase intention is a consumer tendency to buy green products in the future which highlights environmental behavior (De Toni et al., 2018; Wu et al., 2018). In fact, this repurchase intention is an indicator indicating that there is a strong association of environmental behavior in it (Suhartanto et al., 2020). This environmental behavior has been linked to repurchase intention from various literature on green products (Chaudhary & Bisai, 2018; Woo & Kim, 2019). In QSR, the nexus between environmental behavior and repurchase intentions is crucial. Consumers' determination to repurchase green products aligns with their environmental consciousness. De Toni et al. (2018) and Wu et al. (2018) reveal that repurchase intention signals consumers' inclination to invest in green QSR products. This inclination, rooted in environmental awareness, becomes a robust marker (Suhartanto et al., 2020), highlighting the strong association of environmental behavior within it. Numerous studies (Chaudhary & Bisai, 2018; Woo & Kim, 2019) establish a positive link between environmental behavior and repurchase intention in the QSR setting. Consumers showcasing eco-conscious behavior are likely to sustain a preference for green QSR products, emphasizing the lasting impact of environmental considerations on purchasing behavior. Thus,

environmental behavior shows that there is a positive influence on repurchase intention (Pahlevi & Suhartanto, 2020; Shapoval et al., 2018). In addition, the hypotheses pertaining to this study are:

H5: There is a positive effect between environmental behavior on green trust.

H6: There is a positive effect between environmental behavior on repurchase intentions.

2.6. The relevance of green trust on repurchase intention

In the context of consumer behavior, trust becomes a crucial element subsequent to a certain behavioral outcome such as intent to purchase green product. Previous research has validated that customers' trust in repurchasing a green product (de Morais Watanabe et al., 2020; Gil & Jacob, 2018; Jiang & Chiu, 2014; Moussa & Touzani, 2008). Building a higher level of interaction with customers by showing more than targeted sales results, the company will frame a higher level of trust in its products (Lin & Niu, 2018; Wang et al., 2018). Other than that, the information representing a product constitutes of labels and certification, which can ensure that the product is completely green (Amoako et al., 2020; de Morais Watanabe et al., 2020; Kang & Hur, 2012). As a result, the labeling guarantees the product's authenticity and indicates an eco-friendly product (Silva et al., 2017). Grunert et al. (2014) argue that if the trust in the product labeling increases, consumers' trust that the product meets green product requirements will increase. In addition, trust refers to a level of belief that another party will demonstrate a particular behavioral as an outcome (Chen & Chang, 2012; Muflih et al., 2020; Wu et al., 2018). According to Schlosser et al. (2006), customers' trust determines ones' repurchasing intentions, especially if they have environmental concerns. It is important to note that experience, a product's value, and engagement of environmental behavior influences consumers' trust; and thus, driving them to repurchase a green product as a behavioral outcome (Chen & Chang, 2012; Liu et al., 2018; Silva et al., 2017).

In the QSR realm, trust stands as a linchpin in the consumer decision-making process, especially concerning the intent to repurchase green products. Validated by previous studies, customer trust proves instrumental in shaping repurchase decisions for green offerings (de Morais Watanabe et al., 2020; Gil & Jacob, 2018). Beyond sales metrics, fostering deeper connections with customers, as suggested by Lin and Niu (2018) and Wang et al. (2018), amplifies trust in QSR products. Information conveyed through labels and certifications, pivotal in ensuring authenticity and eco-friendliness (Amoako et al., 2020; de Morais Watanabe et al., 2020), becomes paramount. Grunert et al. (2014) assert that heightened trust in product labeling correlates positively with consumer confidence in QSR products meeting green standards. Trust, characterized as belief in a specific behavioral outcome (Chen & Chang, 2012; Wu et al., 2018), proves pivotal in influencing QSR repurchase intentions, especially in environmentally conscious contexts (Schlosser et al., 2006). Based on these reasons, the hypothesis relevant to this study is:

H7: There is a positive effect between green trust on repurchase intentions.

3. Research method

This research employed a quantitative approach using statistical analysis as an inquiry tool. The statistical techniques used were descriptive and inferential statistics. Meanwhile, the PLS-SEM was applied to analyze the inferential statistics. According to Hair et al. (2014), the PLS-SEM is a powerful statistical tool because it applies to all data scales, does not require many assumptions, and confirms the relationship without a solid theoretical foundation. Furthermore, the PLS-SEM more strongly estimates a structural model than the CB-SEM, especially when some of the assumptions are violated (Hair et al., 2014). Furthermore, CB-SEM is more effective on factor-based model but PLS-SEM is more effective on composite-based model (Dash & Paul, 2021). Even the results from CB-SEM and PLS-SEM showed similar results (Dash & Paul). Other than that, PLS-SEM is employed to develop or build a hypothesis, predict a complex situation, and facilitate the multivariate data analysis; in contrast, the PLS-SEM comprises evidence-based theory and works after parametric assumptions meet (Hair et al., 2014).

This study employed a construct by adopting a ten items of perceived value scale (Chen, 2010; De Toni et al., 2018; Zielke, 2010), eleven items of green products scale (D'Souza et al., 2006), eleven items of environmental behavior scale (Lee et al., 2011), a five items scale of repurchase intentions (De Toni et al., 2018), and a

five items of green trust scale (Chen, 2010). All the constructs chosen for this study underwent an adoption process because the context of both respondents and variables was similar, eliminating the need for any adjustments or modifications in this study. These established scales were employed due to their strength, internal validity, and external concepts involved in previous studies. The data were collected by employing the use of customer-intercept survey in the City of Malang (the Province East Java, Indonesia). Due to the unknown population size, the determination of respondents in this study was conducted based on the recommendation of Roscoe (1975), where in behavioral research, the sample size can range from 30 to 500, aiming to benefit from the central limit theorem (Sekaran & Bougie, 2016). To further strengthen the determination of the number of respondents, Hair et al. (2019) explained that, for providing a strong basis for estimation in Structural Equation Modeling (SEM), the recommended sample size is between 100 and 400 respondents. Hence, for this study, the predetermined number of respondents is 400. The selection of respondents among QSR visitors in the city of Malang considered situational characteristics as proposed by Hair et al. (2019), where the survey approach is always in an ideal condition to obtain accurate data and must consider the objectives of budget, time, and data quality. Therefore, for these reasons, the selection of QSR visitors in the city of Malang as respondents is deemed appropriate. The response rate from the total number of respondents is 84%, resulting in a final number of 336 respondents. Further, targeted respondents were customers whom had made a visit and bought a product from QSRs in the City of Malang. This study obtained 336 responses from visitors of QSRs in Malang. Further, as means of data analysis this current study applied two statistical analyses: (1) descriptive statistics and (2) inferential statistical analyses. The descriptive statistical analysis aimed to determine the respondents' demographic profiles relevant to this study by using frequency and percentage of responses. Moreover, the inferential statistical analysis aimed to determine the responses from respondents' that proceeds to statistical analysis undertaken (Figure 3).

4. Results and analysis

4.1. Demography respondents

The descriptive statistics as demonstrated through the demographic data (Table 1) indicates that the majority of the research respondents are women, with the age distribution ranging from 18 to 22 years old ($f=66.5\%$). Moreover, respondents visiting the QSR are dominated by high school students whose earnings range from IDR 500,000 to IDR 1,500,000. In line with fact-finding from the BPS, this study reports that it is most-likely that QSR consumers are dominated by 'Gen-Z' as this segment are the largest among the composition of the Indonesian population. In addition, the data of QSR visits indicate that McDonald's is a restaurant is the most popular to visit from the respondent's perspective (59%), and KFC ranked second (25%).

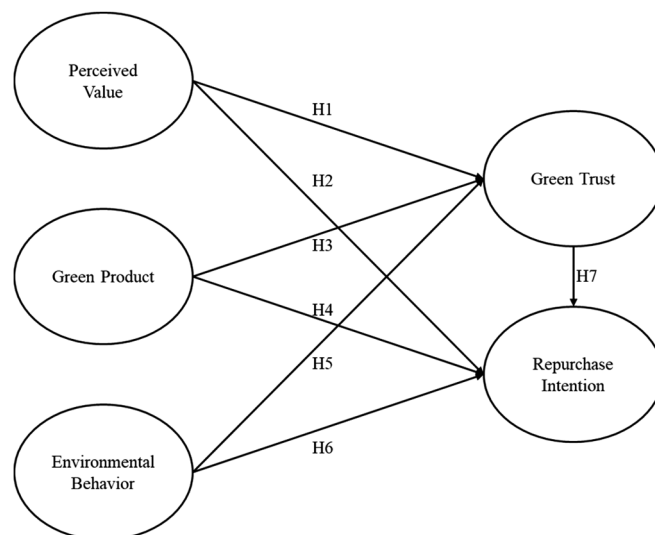


Figure 3. Research model.

Table 1. Respondents' demography ($n=336$).

	Demography	Frequency (f)	Percentage
Genders	Male	102	30%
	Female	234	70%
Ages	16–22	266	79%
	23–29	50	15%
	30–36	4	1%
	37–43	6	2%
	≥43	10	3%
Current Education	High schools	214	64%
	Diploma	6	2%
	Bachelor's degree	114	34%
	Master's degree	2	1%
Monthly Income	< IDR 500,000	38	11%
	IDR 500,000 to 1,499,999	158	47%
	IDR 1,500,000 to 2,499,999	94	28%
	IDR 2,500,000 to 3,499,999	24	7%
	≥ IDR 3,500,000	22	7%
Quick Service Restaurants Visited	McDonald's	198	59%
	KFC	84	25%
	Starbucks	12	4%
	Burger King	42	13%

4.2. Outer and inner model

In terms of the construct measurement, the composite reliability size determines the convergent validity of each construct with strong results because most of the constructs, respectively, exceeded a value of 0.70, as a general rule (Table 2). All variables have high composite reliability values: 0.908 (perceived values), 0.916 (green products), 0.917 (environmental behavior), 0.907 (green trust), and 0.917 (repurchase intentions). Furthermore, each item was measured using the interval scale of five points and obtained an average value of: $x=4.28$ (perceived values), $x=4.19$ (green products), $x=4.16$ (environmental behavior), $x=4.11$ (green trust) and $x=4.11$ (repurchase intentions). The outer loading value of most variables shows very satisfactory results because it was above 0.7. A value ranging from 0.5 to 0.6 is considered acceptable (Henseler et al., 2012; Hulland, 1999). The average variant extracted (AVE) refers to the communality size for each latent variable (Chin, 1998). This study discovered adequate results because all variants showed permanent values above 0.50. Thus, the construct measurement of this research was considered adequate as the AVE showed coefficient above the threshold as required.

In addition, the outcomes of both the outer and inner model analyses reveal the findings of discriminant validity, a crucial aspect in the reflective model to ascertain whether a construct genuinely differs from others. This assessment aims to ensure that a construct, based on empirical standards (Hair et al., 2017), does not represent other constructs. The Fornell-Larcker criterion, cross-loadings, and notably the heterotrait-monotrait (HTMT) ratio of correlations are the three approaches employed in SmartPLS. Cross-loading analysis indicates that the loading or outer loading factors (Table 3) fall within the range of 0.462 to 0.881. This range aligns with the minimum criteria for interpreting a measurement construct, as stipulated by Hair et al. (2019), where the cutoff for factor loading values is at least 0.3, and preferably 0.4, with a maximum value above 0.7.

The Fornell-Larcker criterion involves comparing the square root of the Average Variance Extracted (AVE) values with the correlations among latent variables. Specifically, the square root of each construct's AVE should exceed its highest correlation with any other construct. In the context of our study (refer to Table 4), the square root of the AVE for each construct must surpass its maximum correlation with any other variable. Therefore, the construct's square root should be greater than the correlations' square roots (Hair et al., 2017).

The HTMT approach functions as an estimation of the genuine correlation between two constructs. Presuming flawless measurement, i.e. perfect reliability termed the attenuated correlation. This value encapsulates the true correlation. A weakened correlation approaching 1 suggests a deficiency in discriminant validity between the two constructs (Hair et al., 2017). In the context of this research (Table 5). The comprehensive value derived from the HTMT analysis aligns with these criteria, indicating that the overall construct maintains its original correlation as evaluated in this study.

Table 2. Construct measurement.

Variables	Items	Mean (1–5)	Standard Deviation	Outer loading	Composite reliability	Average variance extracted (AVE)
Perceived values	PV1	3.36	0.986	0.733	0.908	0.502
	PV2	3.59	0.884	0.722		
	PV3	3.61	0.87	0.689		
	PV4	3.68	0.851	0.791		
	PV5	3.34	0.965	0.502		
	PV6	3.51	0.799	0.781		
	PV7	3.77	0.817	0.766		
	PV8	4.00	0.801	0.744		
	PV9	3.74	1.031	0.728		
	PV10	3.88	0.968	0.569		
Green products		3.65			0.874	0.506
	GP1	3.68	0.887	0.799		
	GP2	3.59	1.100	0.772		
	GP3	3.69	0.857	0.773		
	GP4	3.42	0.943	0.823		
	GP5	3.28	0.94	0.793		
	GP6	3.53	0.877	0.806		
	GP7	3.23	0.98	0.661		
	GP8	3.49	0.924	0.734		
	GP9	4.11	0.936	0.552		
	GP10	3.87	0.947	0.532		
Environmental behavior		3.92	0.977	0.462	0.857	0.535
		3.62				
	EB1	2.78	1.139	0.861		
	EB2	2.75	1.135	0.826		
	EB3	3.01	1.214	0.816		
	EB4	2.90	1.126	0.832		
	EB5	3.05	1.027	0.546		
	EB6	2.87	1.084	0.844		
	EB7	2.86	1.166	0.872		
	EB8	2.78	1.117	0.852		
	EB9	2.85	1.172	0.744		
Green trust		2.81	1.164	0.749	0.879	0.661
		2.83	1.13	0.763		
		2.86				
	GT1	3.63	0.853	0.769		
	GT2	3.2	0.898	0.809		
Repurchase intentions	GT3	3.49	1.057	0.758	0.862	0.689
	GT4	3.38	0.955	0.853		
	GT5	3.41	0.988	0.870		
		3.42				
	RI1	3.85	0.66	0.786		
	RI2	3.84	0.753	0.790		
	RI3	3.81	0.722	0.881	0.862	0.689
	RI4	3.64	0.870	0.813		
	RI5	3.77	0.718	0.849		
		3.78				

This research proposed seven hypotheses that employ the use of SmartPLS as a statistical tool. The analysis revealed that the proposed model could predict repurchase intentions with the value of $R^2=0.485$ and green trust by 0.186. These results demonstrates that H1, the influence of perceived value to green trust indicates a positive sign and statistically significant (0.225; $p<0.05$). Furthermore, H2 indicates the influence of the perceived value on repurchase intentions to be positive and statistically significant (0.262; $p<0.05$). H3 showed that the influence of the green products on green trust had a positive and significant result (0.212; $p<0.05$). H4 demonstrated that green products positively influence repurchase intentions (0.106; $p<0.10$). H7 showed that the influence of the green trust on repurchase intentions had a positive sign and statistically significant (0.470; $p<0.05$). On the contrary, H5 indicated an insignificant effect of environmental behavior on green trust (0.081; $p>0.05$), and H6 showed an insignificant effect of environmental behavior on repurchase intentions (0.49; $p>0.05$). And thereby, five hypotheses were accepted while two were rejected.

Based on the results (Table 6), the structural equation is developed using the following formula (Figure 4):

Table 3. Cross-loading analysis.

	Environmental behavior	Green product	Green trust	Perceived value	Repurchase intention
EB1	0.861	0.248	0.195	0.184	0.170
EB2	0.826	0.296	0.068	0.211	0.140
EB3	0.816	0.181	0.238	0.189	0.214
EB4	0.832	0.335	0.127	0.272	0.235
EB5	0.546	0.153	0.177	0.197	0.161
EB6	0.844	0.207	0.127	0.217	0.177
EB7	0.872	0.169	0.232	0.190	0.188
EB8	0.852	0.274	0.069	0.201	0.135
EB9	0.744	0.226	0.021	0.174	0.096
EB10	0.749	0.061	0.055	0.014	-0.049
EB11	0.763	0.077	0.078	0.026	0.009
GP1	0.181	0.799	0.305	0.589	0.368
GP2	0.224	0.772	0.271	0.440	0.359
GP3	0.158	0.773	0.262	0.505	0.322
GP4	0.191	0.823	0.326	0.586	0.435
GP5	0.269	0.793	0.395	0.561	0.408
GP6	0.162	0.806	0.280	0.556	0.333
GP7	0.319	0.661	0.289	0.452	0.367
GP8	0.262	0.734	0.361	0.521	0.399
GP9	0.102	0.552	0.100	0.368	0.182
GP10	0.150	0.532	0.047	0.326	0.152
GP11	0.036	0.462	0.059	0.303	0.122
GT1	0.230	0.341	0.769	0.355	0.475
GT2	0.071	0.310	0.809	0.303	0.530
GT3	0.079	0.337	0.758	0.321	0.489
GT4	0.209	0.302	0.853	0.309	0.505
GT5	0.237	0.287	0.870	0.296	0.513
PV1	0.184	0.506	0.309	0.733	0.393
PV2	0.170	0.532	0.228	0.722	0.328
PV3	0.108	0.485	0.224	0.689	0.284
PV4	0.163	0.547	0.338	0.791	0.452
PV5	0.180	0.357	0.188	0.502	0.268
PV6	0.260	0.550	0.420	0.781	0.452
PV7	0.230	0.558	0.320	0.766	0.418
PV8	0.180	0.460	0.206	0.744	0.394
PV9	0.246	0.430	0.159	0.728	0.313
PV10	0.062	0.348	0.250	0.569	0.335
RI1	0.116	0.315	0.505	0.430	0.786
RI2	0.166	0.391	0.451	0.398	0.790
RI3	0.220	0.461	0.533	0.504	0.881
RI4	0.250	0.408	0.561	0.394	0.813
RI5	0.159	0.376	0.494	0.440	0.849

The cut off for factor loading values are highlighted in bold.

Table 4. Fornell-Larcker criterion analysis.

	Environmental behavior	Green product	Green trust	Perceived value	Repurchase intention
Environmental behavior	0.731				
Green product	0.282	0.711			
Green trust	0.204	0.388	0.813		
Perceived value	0.255	0.683	0.391	0.708	
Repurchase intention	0.223	0.475	0.619	0.527	0.824

The diagonal elements in bold are the square roots of the average variance extracted, while the value below the diagonal explains the correlations of inter-construct.

Table 5. Heterotrait-Monotrait (HTMT) analysis.

	Environmental behavior	Green product	Green trust	Perceived value	Repurchase intention
Environmental behavior					
Green product	0.311				
Green trust	0.219	0.392			
Perceived value	0.283	0.742	0.427		
Repurchase Intention	0.230	0.494	0.705	0.583	

$$GT = 0.225 PV + 0.212 GP + 0.081 EB + \zeta_{GT}$$

$$RI = 0.262 PV + 0.106 GP + 0.049 EB + 0.470 GT + \zeta_{RI}$$

noted:

- ζ_{GT} represent the structural error from GT
- ζ_{RI} represent the structural error from RI

5. Discussion and implication

5.1. Discussion

This study indicated that perceived value positively and significantly affected the green trust ($\beta=0.225$, $R^2 = 0.186$) and repurchase intentions ($\beta=0.262$, $R^2 = 0.485$). It is assumed that a value of the desired product agreed with customers' needs and would make customers trust and repurchase the products.

Table 6. Statistical effect and hypotheses test.

Variables	Statistical effects (β)	T-Score	Probability	Conclusion
PV \rightarrow GT	0.225	2.604	0.009**	Significant
PV \rightarrow RI	0.262	4.050	0.000**	Significant
GP \rightarrow GT	0.212	2.780	0.006**	Significant
GP \rightarrow RI	0.106	1.840	0.066*	Significant
EB \rightarrow GT	0.081	1.578	0.115	Not Significant
EB \rightarrow RI	0.049	1.291	0.197	Not Significant
GT \rightarrow RI	0.470	8.510	0.000***	Significant

$N=336$.

$R^2=$ RI (0.485); GT (0.186).

*Sig. p -value < 0.10.

**Sig. p -value < 0.05.

***Sig. p -value < 0.01.

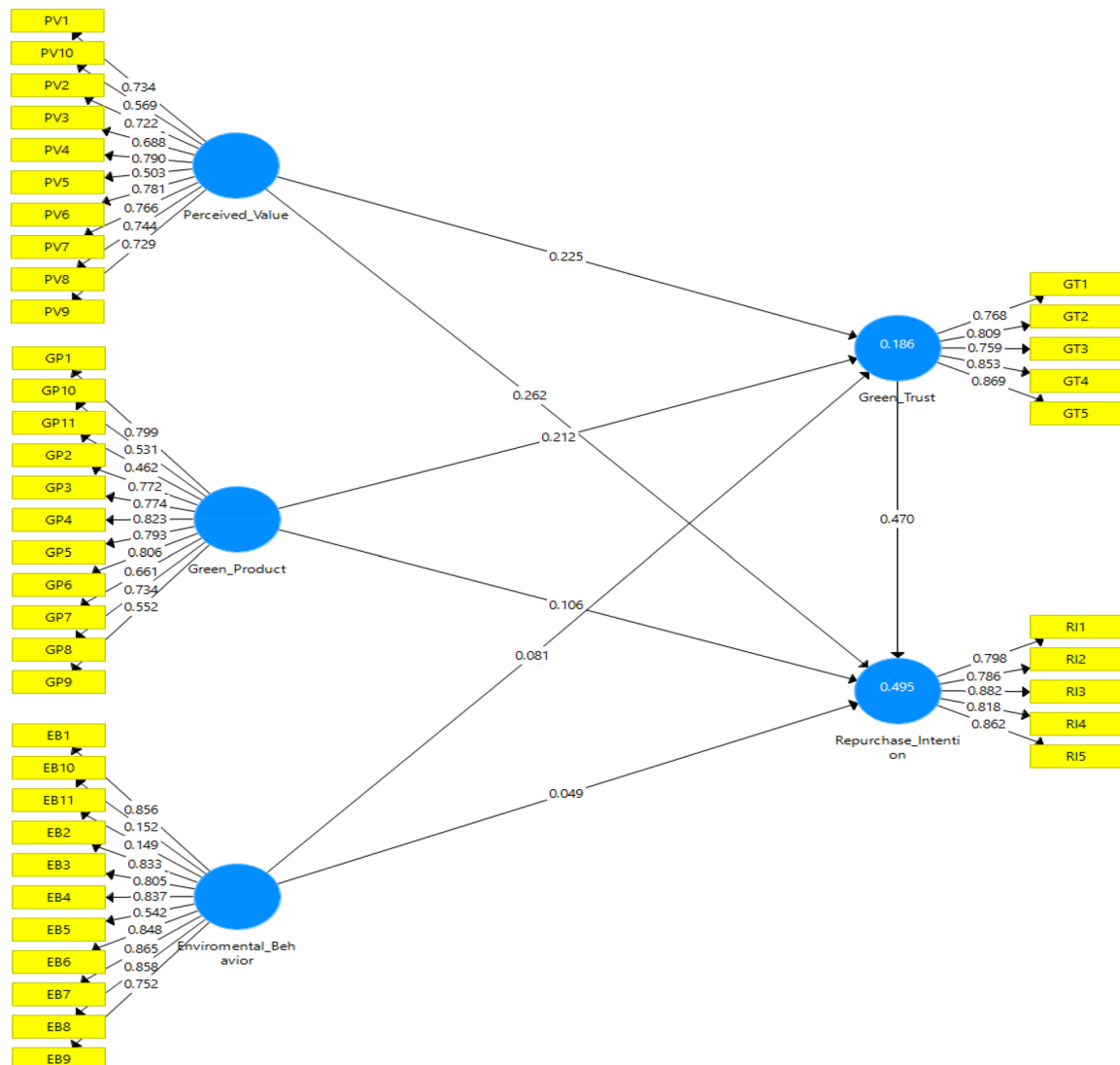


Figure 4. Structural model outputs.

Zeithaml (1988) explains that consumers' holistic assessment of the use of a product or service considers perceptions of what is received and given. This value will provide customers an experience of a purchased product; thus, it will affect their satisfaction and decision to repurchase it (de Moraes Watanabe et al., 2020; Kartajaya et al., 2019; Konuk, 2018; Muflih et al., 2020; Vafaei et al., 2019). The influence of perceived value and green trust on repurchase intentions is supported by previous studies (Chen, 2013; Chen & Chang, 2012) that emphasized on the importance of green products for consumers' purchase intentions. Consistent to these studies (Chen, 2013; Chen & Chang, 2012) this study found that strong emotional value perceived by consumers will leverage consumers' trust and ultimately, repurchase intentions signifies that a subjective aspect of pleasure and well-being are important attributes for consumers when buying a green product (Lee & Yun, 2015). QSR consumers paying attention and applying green marketing are highly concerned about their health and believe that available products can provide a better quality of life and improve nutrition (De Toni et al., 2018; Silva et al., 2017). When consumers necessarily choose between product attributes and green products, they will probably prefer the product attributes to the green products (Cheung et al., 2015). Consumers may not compromise traditional products' values and quality although eco-friendly products must focus on their environmentally friendly attributes. These products also have prominent traditional functions to compete with non-environmentally friendly products. This indicates that several attributes, such as safety, quality, food, and functional values perceived, become significant factors that generate a greater impact on consumers' trust. Such a phenomenon has been identified by several studies (Curvelo et al., 2019; Gil & Jacob, 2018; Konuk, 2018; 2019).

The role of green trust as a mediator of product values ($\beta=0.212$) and green products ($\beta=0.212$) on repurchase intentions ($\beta=0.106$) is significant. Measuring the impact of consumers' trust on decision-making and behavior precisely necessitate controls over significant consequences such as repurchase intention. This finding is consistent to Amin and Tarun (2020) who found that green trust mediates the relationship between perceived value on repurchase intention. Many consumers consider environmental factors when making consumption decisions, and companies have realized that eco-friendly products have broad market prospects and willingly promote the products (Garcia & Teixeira, 2017). In a previous study, Nuttavuthisit and Thøgersen (2017) argue that consumers' trust is a critical variable when purchasing a green product by considering their purchase experience; they perhaps involve other beliefs. Consumers buying and consuming green products usually have awareness and broader knowledge and information of environmentally friendly products (Konuk, 2018; Ricci et al., 2018). They are more easily to differentiate green products from other products with identical quality since they possess distinct values. When consumers realize that they can improve the environment, they will consider the social impact attached and develop positive attitudes, subsequently intent purchasing green products (Lee & Yun, 2015; Taufique et al., 2017). Also, this research revealed that green products significantly influence repurchase intentions. This finding corroborates to a previous work by Konuk (2019) whereby environmental concerns and fair-trade labelled products relates heavily with green products that triggers the willingness to pay and buy. As an extension, Sun and Wang (2019) contends that customers with knowledge and information of green products will prefer repurchasing the previous product. Subsequently, numerous studies have investigated the influence of green products on green trust and repurchase intentions and discovered that the attributes of green products greatly affected customers' trust and repurchase decisions (Amoako et al., 2020; Carfora et al., 2019; Hong & Guo, 2019; Krystallis & Chrysosoidis, 2005; Spielmann, 2020).

Environmental considerations immediately emerge as an idea concerning the environment; thus, more companies foresight and willingly utilize green opportunities (Chen & Chang, 2013). In an environmental context, companies necessarily pay more attention to green marketing for some of their products. To obtain a competitive advantage, companies should implement green marketing strategies to improve consumers' perception of the quality and perceived values of environmental concerns (Cheung et al., 2015; Gil & Jacob, 2018). Also, marketing activities should emphasize on environmentally friendly value, such as launching and promoting eco-friendly products and services, satisfying customers' environmental desires and demands without causing harmful impacts to the environment (Lee & Yun, 2015; Taufique et al., 2017). The increasing interest in green marketing urges companies to understand factors that influence consumers to buy environmentally friendly products. Regardless of the importance of green marketing in the effort to uplift awareness, the effect of environmental behavior on green trust and repurchase intentions was found to be statistically not significant. Perhaps, there could be several possible assumptions of the

insignificance of such effect. These assumptions were based on the studies of Ricci et al. (2018) as well as Aschemann-Witzel and Niebuhr Aagaard (2014). First, customers possibly did not influence green products. Second, the perceived value disagrees with the required value; subsequently, a repurchase was not present. And third, customers had inadequate knowledge and information about green products.

Lastly, this study found that green trust could influence the repurchase intentions ($\beta=0.470$). Many studies have discussed that the green trust and repurchase intentions are relevant and can form experience and satisfaction affecting repurchase intentions (Chen & Chang, 2012; de Morais Watanabe et al., 2020; Thøgersen et al., 2017). Apart from that, green trust becomes another critical concept to comprehend consumers' environmentally friendly behavior because this behavior is their reason for preferring a specific product (Chen & Chang, 2013). Eco-friendly products with high quality are considered to have high value and can satisfy customers' expectations for environmentally friendly products (Chen & Chang, 2012; Silva et al., 2017). From the consumption experience, customers will build their trust in environmentally friendly products (Grunert et al., 2014). Based on this affirmation, customers will believe if the company can produce environmentally friendly products that are safe for customers and the environment. Therefore, customers' trust can protect them from obscurity in purchasing environmentally friendly products (Jiang & Chiu, 2014; Heirs & Hameed, 2020). Chen (2013) proposed and tested a trust model for environmentally friendly products. He established that quality, satisfaction, values, and risks significantly encouraged customers to trust eco-friendly products. This phenomenon agrees with various studies discovering that green trust positively and greatly impacted repurchase intentions (Chen & Chang, 2012; de Morais Watanabe et al., 2020; Silva et al., 2017).

5.2. Theoretical implication

The implications of this research encompass fourfold findings contributing to the literature:

1. Extension of green marketing theory. The study emphasizes the importance of perceived value, green products, and environmental behavior in influencing green trust, extending the existing green marketing theory;
2. Alignment with sustainable development goals. This research recognizes the evolution of green marketing within the broader context of the sustainable development agenda. Investigating the relationships between perceived value, green products, environmental behavior, green trust, and repurchase intentions aligns with the goals of sustainable development covered in previous research (Ahmad et al., 2021; Amin & Tarun, 2020; Anuar et al., 2020; Chen, 2010; Wu et al., 2018);
3. Addressing attitudes and behaviors discrepancy. A notable aspect is the identification of the relationship between attitudes and behaviors in green marketing. Despite the importance attributed to green products, there seems to be a lack of corresponding attitudes toward eco-friendly behavior. This observation opens avenues for future research aimed at bridging this divide and understanding the complexities of green consumerism (Amoako et al., 2020; Chen, 2013; Chen et al., 2015); and,
4. Exploration of push-factors in green marketing: Delving into the mechanisms through which businesses influence consumer behavior, this research explores the push factor in green marketing. Specifically, it investigates whether perceived values, green products, and environmental behavior act as determinants of green trust and subsequently influence repurchase intentions, expanding on previous studies (Ahmad et al., 2021; Chen et al., 2015; Cheung et al., 2015).

5.3. Practical implication

A part from the theoretical implications been highlighted from this research, there are several practical implications as source of useful information for businesses particularly for QSRs. These practical implications include:

1. A focus on customer's perceived value. An eco-friendly producer should ensure that their offerings not only contribute to environmental sustainability but also effectively meet customers' expectations for cleanliness and product performance. Further, conducting customer surveys to understand their needs and preferences can guide product development;

2. Leveraging emotional value through communicating contributions to health and environmental sustainability to deepen an emotional connection to the brand;
3. Differentiation of green products via focusing not only the environmental benefits but also the superior taste and nutritional value of organic menu items. Also, a clear labeling and marketing campaigns distinguish eco-friendly choices will be beneficial for QSRs; and,
4. Capitalize on the eco-friendly aspects of the dining experience and collaborate with environmental organizations, obtain certifications, and maintain transparent practices to enhance green trust.

6. Conclusion

This research concluded consumer behavior with the focus on green products of fast-food restaurants in four-folds of findings. Firstly, this study revealed that the consumers' internal factors, represented by the variables of perceived values and green products, significantly influenced green trust, and repurchase intentions. Secondly, this study determines the factors that corroborates to 'Gen-Z' consumption behavior towards the understanding of environmentally friendly lifestyle consumption. Thirdly, environmental behavior representing consumers' external factors of making a purchase decision was not a predictor of both green trust and intentions to buy repurchase fast food restaurants' products. Moreover, the environmental behavior supporting the delivery process of green products' values to consumers could not stimulate the consumers' external factor to raise their trust in the green product and intend to repurchase QSR' products. Therefore, other alternate indicators are needed to justify how external factors can affect consumers' behavior to purchase green products. Lastly, green trust and repurchase intentions that constitute of outputs of consumers' behavior showed a positive and significant effect. As a consequence, consumers' trust in environment-oriented products of QSRs could enhance customers' intentions to repurchase the products. Apart from these findings, the results of this study should be generalized in a careful manner to avoid overstated assumptions. This is due to a single geographic observation employed in this study, whereas differences in consumption/purchasing power in different areas of observation would differ. Thus, the extent to which environmental behavior as an external driver did not influence consumer's green trust and intent to repurchase a product which had not been able to be explained in-depth. This is a challenge for scholars in the focus of green marketing to explore in-depth on the insignificance of environmental behavior on green trust and repurchase intention. The hybrid cluster analysis approach provides a nuanced understanding of customer diversity, enabling companies to optimize their marketing strategies, service offerings, and overall customer experience (Cahyana et al., 2020).

Despite this study has explained these findings and presented theoretical and practical implications, it is not without limitations. Firstly, the discussion of the push-factor for the green marketing concept indicated by perceived values, green products, and environmental behavior may not provide a comprehensive view of green marketing. As emphasized by Trautwein et al. (2023), there are determinants in predicting individual's environmentally driven behavior, which is a core value of the Value-Belief-Norm. Moreover, the significance of green trust is not only limited to the product itself but also extends to services, brands, and reputation (Chen & Chang, 2013). Thus, despite determinants of green trust have been demonstrated in this study, other controlling factors need to be identified and tested, as suggested by Chen and Chang (2013). This could be useful in providing a holistic theoretical explanation and understanding of the green marketing concept. Secondly, this study set a sample representing consumers from QSR, from the market perspective in Indonesia, specifically in the city of Malang, East Java Province. Therefore, there might be differences in consumer behavior add other major cities in Indonesia, such as Jakarta, Bandung, and Surabaya. Similarly, considering the perspective of the market in other countries might also lead to variations in the findings.

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About the authors

Mukhammad Kholid Mawardi, is an Associate Professor at the Business Administration Department, Brawijaya University, Indonesia. His current appointment is as the Vice Dean of the Faculty of Vocational Studies. He holds a PhD from the University of Wollongong, Australia. His research interests include entrepreneurship and small business management, innovation and marketing management.

Mohammad Iqbal, is an Associate Professor of the Business Administration Department, Brawijaya University, Indonesia. His current appointment as the Chairman of the Directorate of Innovation and Science Technology Park. Obtaining his DBA from Victoria University, Australia, he has authored research papers on the themes of entrepreneurship, strategic management and marketing.

Endang Siti Astuti, is an Emeritus Professor at the Department of Business Administration, Brawijaya University. Her expertise includes human resource information system, technology management, organizational behaviour and knowledge management. As one of the prominent academicians in her Institution, she has supervised and graduated numerous research students.

Rizal Alfisyahr, is a Senior Lecturer of the Business Administration Department, Brawijaya University, Indonesia. His research interest includes marketing management, consumer behavior and entrepreneurial marketing. He worked in MarkPlus, Inc as a marketing consultant prior to being an academican and currently pursuing his Doctorate degree at Swinburne University of Technology, Australia.

Andi Mappatempo, is a Senior Lecturer at the Muhammadiyah University in Makassar, Indonesia. His research interest include consumer behaviour, organizational behaviour and marketing management.


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ORCID

Mukhammad Kholid Mawardi  <http://orcid.org/0000-0001-9967-9188>

Mohammad Iqbal  <http://orcid.org/0000-0002-1052-9632>

Endang Siti Astuti  <http://orcid.org/0000-0003-3283-7342>

Rizal Alfisyahr  <http://orcid.org/0000-0002-8626-5709>

Andi Mappatempo  <http://orcid.org/0000-0002-5571-3134>

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