

## THE EFFECT OF GREEN PACKAGING AND STORE ATMOSPHERE ON PURCHASE INTENTION FOR FORE COFFEE PRODUCTS IN SURABAYA



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### Abstract

The coffee connoisseur index is rising by around 8% annually. Alongside the proliferation of coffee shops, the amount of plastic waste from packaging is also on the rise. Fore Coffee is innovating by using eco-friendly packaging to protect the environment. However, this does not guarantee an increase in Fore Coffee sales. One of Fore's strategies to boost sales is to create a unique and distinctive store atmosphere that sets it apart from other coffee shops. This study aims to examine the effect of green packaging and store atmosphere on consumer purchase intention. The research methodology employed is quantitative in nature. The study encompasses the population of Surabaya City residents. A non-probability sampling method, specifically purposive sampling, is utilized to select a sample of 96 respondents who identify as patrons of local coffee shops and are aware of Fore Coffee's environmentally friendly product concept. Smart-PLS version 3 serves as the statistical tool employed in this research. The findings of the study reveal that green packaging exerts a significantly positive impact on purchase intention, while store atmosphere also exhibits a significantly positive influence on purchase intention.

**Keywords:** Green Packaging, Store Atmosphere, Purchasing Intention, Fore Coffee

## INTRODUCTION

In recent years, environmental concerns have gained prominence in public discourse, with one of the most pressing issues being the escalating problem of environmental pollution. This widespread degradation is attributed to a confluence of factors, including rapid population growth, the excessive exploitation of natural resources, and the inadequate management of industrial waste.

While environmental issues have gained prominence, the Indonesian coffee shop industry continues to experience positive growth. According to Wijayanti (2019), coffee consumption is increasing by around 8% annually, paralleling the proliferation of coffee shops. As the coffee shop industry's potential intensifies, competition stiffens, prompting many renowned coffee shops to employ strategies to reach the broadest possible market. Green marketing is one such strategy. As defined by Abhirama et al. (2023), green marketing is a strategy designed and implemented to facilitate and enhance the production, distribution, packaging, promotion, consumption, and recycling of products while considering environmental concerns.

A company's use of green marketing as an environmentally friendly strategy helps sustain its products in the market and provides a competitive edge to cater to consumers who are becoming more health and environmentally conscious. One coffee shop beverage industry that implements the green marketing concept is Fore Coffee. Fore Coffee has developed a "Sustainable Living" program aimed at reducing plastic waste and raising environmental awareness. By leveraging environmental issues as a business opportunity, Fore Coffee participates in reminding the public to protect the environment through messages of concern conveyed through products, advertisements, and campaigns to attract consumer interest.

Fore Coffee strikes a balance between providing high-quality coffee and minimizing its environmental impact through its green packaging strategy. The company utilizes reusable and recyclable plastic cups for its hot beverages, demonstrating its commitment to sustainability. Fore Coffee's green packaging strategy extends beyond mere reusability and recyclability. The company's plastic cups are specifically designed to withstand hot beverages, resist chemical reactions, remain lightweight, and maintain safety at high

temperatures. This commitment to quality and sustainability extends to all Fore Coffee packaging, including both paper cups and plastic cups.

According to Top Brand Index (TBI) data for the Food and Beverage category from 2020 to 2024, Fore Coffee's brand recognition has experienced a fluctuating trend. In 2020, its score stood at 5.1%. This increased to 6.40% in 2021, 6.50% in 2022, and 7.50% in 2023. However, in 2024, a slight decline was observed, with the score dropping to 6.90%. While Fore Coffee has established itself as a prominent local coffee chain in Indonesia, its customer base remains relatively small. According to Jiwa Group CEO and founder Billy Kurniawan, the continued use of plastic straws, plastic bags, and disposable plastic cups stems from their perceived durability and practicality. This suggests that consumers may prioritize practicality over environmental concerns when choosing a coffee shop.

According to Fitria (2022), sales data for Fore Coffee in Surabaya reveals fluctuations attributed to the intense competition among coffee shops in the city. Consumers also consider factors beyond coffee quality, such as the ambiance and overall atmosphere, as these elements contribute to their sense of comfort and enjoyment while at the establishment (Permatasari, R.A & Erdkhadifa, 2022). A combination of factors, including a comfortable ambiance, appealing flavors, a diverse menu, and various amenities, makes coffee shops a popular choice for gatherings.

Store atmosphere plays a crucial role in attracting customers and differentiating one coffee shop from another. It serves as a significant pull factor, influencing consumers' choice of where to visit and spend their money (Mahmud et al., (2022). Based on available data, Fore Coffee's store atmosphere is perceived as less appealing and less comfortable due to its small space, inadequate lighting, and disproportionate layout. According to Onsardi & Fitri (2023), atmosphere refers to the design of an environment that utilizes elements such as visuals, colors, music, aromas, and lighting to evoke perceptual and emotional responses in consumers, ultimately influencing their purchasing behavior.

Existing research on the relationship between green packaging, store atmosphere, and consumer purchase intention has overlooked the importance of population diversity. Previous studies have not examined the correlation between these variables within a single population group. To address this gap, this research aims to explore the interactive relationship between

green packaging and store atmosphere, paying particular attention to population variations and underlying mechanisms. This endeavor seeks to enrich marketing literature by providing a comprehensive understanding of these factors and their influence on consumer behavior.

## **REVIEW OF LITERATURE**

### **Green Packaging**

Green packaging represents a transformative approach to packaging that prioritizes sustainability, environmental responsibility, and consumer appeal. It encompasses the use of sustainable materials, the design of products for safe and efficient use, and the implementation of recycling or reuse strategies (Mardiyah et al., 2022). As Wahyuningsih et al., (2022) aptly describe, green packaging embodies a commitment to environmental protection, reflecting companies' innovative efforts to create packaging that resonates with consumers while minimizing ecological impact.

Green packaging encompasses a comprehensive set of criteria that evaluate the environmental impact and sustainability of packaging materials and practices. According to Azizah (2022), four key indicators define green packaging: 1) Recyclability, 2) Reusability, 3) Recycled Content, dan 4) Non-hazardous Materials.

### **Store Atmosphere**

Store atmosphere, as defined by Yuningsih et al., (2023), encompasses the overall ambiance and impression created by the physical environment of a store. It plays a crucial role in influencing customer behavior, affecting their ease of movement, comfort, and overall shopping experience. As Wardani & Sugeng (2023) aptly highlight, in the realm of marketing, store atmosphere emerges as a key element for businesses to establish a positive impression on customers. Through strategic interior and exterior design, businesses can influence customer emotions and moods, ultimately impacting purchasing decisions.

Store atmosphere encompasses the overall ambiance and impression created by the physical environment of a retail establishment. It plays a significant role in influencing customer behavior, affecting their perceptions, emotions, and ultimately, purchasing decisions. To effectively assess and manage store atmosphere, Tasya et al., (2023) propose a

comprehensive framework that identifies four key indicators: 1) Store Exterior, 2) General Interior, 3) Store Layout, dan 4) Interior Display.

### **Purchase Intention**

Purchase intention, as defined by Kotler and Keller (2021), represents the consumer's response to a product or service that reflects their needs or desires, ultimately driving the impulse to purchase and own that item. According to Wijaksono (2022), consumer purchase intention represents the culmination of a process where individuals gather and evaluate available information to make an informed decision regarding the purchase of a particular product or service. This process involves assessing various factors, including product features, price, brand reputation, and personal preferences.

Purchase intention, as defined by Subagyo & Nasyatul (2020), encompasses the consumer's willingness to purchase a product or service. To effectively assess and understand this complex concept, they propose a four-factor framework that categorizes purchase intention based on underlying motivations: 1) Transactional Interest, 2) Referential Interest, 3) Preferential Interest, dan 4) Exploratory Interest.

## **RESEARCH METHOD**

The method used in the following research is to use quantitative methods with primary and secondary data types. Primary data is generated from questionnaires distributed to target research respondents, namely the public in Surabaya City. This research also incorporated secondary data collection through a comprehensive literature review. This involved gathering and analyzing information from existing sources, such as academic journals, scholarly articles, and other credible publications relevant to the research topic. This study utilized purposive sampling, a type of non-probability sampling, to choose 96 respondents. The analysis was conducted using Partial Least Square (SEM PLS) version 3, which produced outputs including validity tests, reliability tests, and hypothesis testing.

## **RESULTS AND DISCUSSION**

### **Outer Model**

The outer model assessment in this research focuses on evaluating the validity and relationships of the measurement indicators for the independent variables (green packaging

and store atmosphere) and the dependent variable (purchase intention). This assessment ensures that the indicators accurately represent the underlying constructs and that the relationships between the variables are meaningful and reflective of the research hypotheses.

**Table 1**  
**Outer Loading**

	Factor Loading (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values
X1.1 <- Green Packaging (X1)	0,877	0,871	0,034	25,782	<b>0,000</b>
X1.2 <- Green Packaging (X1)	0,901	0,897	0,026	34,481	<b>0,000</b>
X1.3 <- Green Packaging (X1)	0,879	0,874	0,030	29,203	<b>0,000</b>
X1.4 <- Green Packaging (X1)	0,915	0,915	0,018	49,766	<b>0,000</b>
X2.1 <- Store Atmosphere (X2)	0,887	0,887	0,022	39,485	<b>0,000</b>
X2.2 <- Store Atmosphere (X2)	0,873	0,872	0,029	30,252	<b>0,000</b>
X2.3 <- Store Atmosphere (X2)	0,829	0,828	0,033	25,221	<b>0,000</b>
X2.4 <- Store Atmosphere (X2)	0,874	0,870	0,030	29,039	<b>0,000</b>
Y1.1 <- Purchase Intention (Y)	0,875	0,873	0,025	35,459	<b>0,000</b>
Y1.2 <- Purchase Intention (Y)	0,894	0,894	0,020	44,486	<b>0,000</b>
Y1.3 <- Purchase Intention (Y)	0,926	0,925	0,016	57,356	<b>0,000</b>
Y1.4 <- Purchase Intention (Y)	0,830	0,826	0,041	20,290	<b>0,000</b>

As shown in the table, the validity of the indicators is assessed by analyzing the factor loadings for each variable about its corresponding indicators. Indicators are considered valid when their corresponding factor loadings exceed 0.5 and the associated t-statistics surpass 1.96 (Z-value at  $\alpha = 0.05$ ).

**Cross Loading**

**Table 2**  
**Cross Loading**

	Purchase Intention (Y)	Store Atmosphere (X2)	Green Packaging (X1)
X1.1	0,689	0,728	0,877
X1.2	0,753	0,782	0,901
X1.3	0,699	0,738	0,879
X1.4	0,818	0,867	0,915
X2.1	0,753	0,887	0,747
X2.2	0,777	0,873	0,775
X2.3	0,729	0,829	0,750
X2.4	0,699	0,874	0,759
Y.1	0,875	0,765	0,777
Y.2	0,894	0,788	0,747

<b>Y.3</b>	0,926	0,765	0,774
<b>Y.4</b>	0,830	0.695	0,625

The cross-loading analysis provides further support for the validity of the measurement indicators. Cross-loading refers to the extent to which an indicator loads onto constructs other than the one it is intended to measure. In this context, the analysis reveals that the loading factor values for each indicator (highlighted in gray) of Green Packaging (X1), Store Atmosphere (X2), and Purchase Intention (Y) produce a higher value than the loading factor value of other variable indicators. So, it has been concluded that this research indicator has good validity.

**Table 3**  
**Average Variance Extracted (AVE)**

	Average Variance Extracted (AVE)
<b>Purchase Intention(Y)</b>	<b>0,778</b>
<b>Store Atmosphere (X2)</b>	<b>0,750</b>
<b>Green Packaging (X1)</b>	<b>0,797</b>

The following table shows the Average Variance Extracted (AVE) values, representing the model value for each indicator within the latent variable. When the Average Variance Extracted value exceeds 0.5, it has a good validity value for the latent variable.

**Composite Reliability**

**Table 4**  
**Composite Reliability**

	Composite Reliability
<b>Purchase Intention (Y)</b>	<b>0,933</b>
<b>Store Atmosphere (X2)</b>	<b>0,923</b>
<b>Green packaging (X1)</b>	<b>0,940</b>

The table shows composite reliability scores, which assess how well the measures used in the study capture the underlying concepts (latent variables). A score above 0.70 indicates reliable measures. In this case, all the variables have composite reliability scores exceeding 0.70. Therefore, we can be confident that the measures used in this study accurately represent the concepts they are intended to measure.

**Inner Model**

**Table 5**  
**Inner Model**

	R Square
<b>Purchase Intention (Y)</b>	0,761

The analysis results, reflected by the R-square value of 0.761, indicate that green packaging and store atmosphere directly explain 76.1% of the variation in purchase intention. This means that these two factors are strong influences on customer buying decisions at Fore Coffee. The remaining 23.9% can be attributed to other, unmeasured factors not considered in this study.

**Hypothesis Testing**

**Table 6**  
**Hypothesis Testing**

	Path Coefficients (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
<b>Green Packaging (X1) -&gt; Purchase Intention (Y)</b>	0,354	0,366	0,092	3,831	<b>0,000</b>
<b>Store Atmosphere (X2) -&gt; Purchase Intention (Y)</b>	0,645	0,533	0,090	6,065	<b>0,000</b>

From the table above, it can be concluded that the hypothesis states: 1) Hypothesis 1: It is suspected that Green Packaging has a Positive Effect on Purchase Intention can be accepted, with path coefficients of 0.354, and a T-statistic value of 3.831 > 1.96 (from the table value  $Z\alpha = 0.05$ ) or P-values of 0.000 (smaller than 0.05), then Significant (positive); 2) Hypothesis 2: It is suspected that Store Atmosphere has a Positive Effect on Purchase Intention can be accepted, with path coefficients of 0.545, and a T-statistic value of 6.065 > 1.96 (from the table value  $Z\alpha = 0.05$ ) or P-values of 0.000 (smaller than 0.05), then Significant (positive).

**The Impact of Green Packaging on Purchase Intention**

The empirical analysis of the research data reveals a statistically significant positive influence of green packaging on consumer purchase intention. This implies that consumers are more likely to purchase Fore Coffee products due to the company's adoption of eco-friendly packaging practices. Fore Coffee's adoption of green packaging practices serves to

elevate consumer awareness and concern regarding environmental issues. This commitment to sustainability resonates with the growing global movement towards eco-friendly practices and highlights Fore Coffee's dedication to environmental stewardship.

The current study aligns with the findings of previous research that have consistently identified a positive and significant relationship between green packaging and consumer purchase intention. These studies, including (Hapsari & Widodo, 2023), (Kusumawati & Tiarawati, 2022), (Darmawan & Suasana, 2021), and (Li & Thanh, 2022), provide further evidence supporting the notion that consumers are increasingly valuing environmentally friendly packaging when making purchasing decisions.

### **The Impact of Store Atmosphere on Purchase Intention**

The research findings unequivocally demonstrate a significant positive influence of store atmosphere on consumer purchase intention at Fore Coffee. This implies that a more pleasant and inviting atmosphere within Fore Coffee outlets can effectively enhance customer satisfaction and encourage them to purchase the company's products. Consumer purchase behavior is significantly influenced by building design, which is often associated with aesthetics and visual appeal. The exterior of a building serves as the first impression for visitors, shaping their perception of the establishment's ambiance and overall attractiveness.

The study's findings are supported by the work of (Alifia et al., 2020), (Mahmud et al., 2022), and (Sodek et al., 2024), who also identified a positive and significant relationship between store atmosphere and purchase intention. These studies provide further evidence that consumers are increasingly drawn to cafes that provide a pleasant and inviting atmosphere, conducive to socializing and enjoying their experience.

### **CONCLUSION**

In this study, testing green packaging and Store Atmosphere on buying interest in Fore Coffee products in Surabaya City using PLS analysis, the following conclusions can be drawn: 1) The analysis revealed a significant and positive relationship between green packaging and purchase intention for Fore Coffee products in Surabaya. This finding underscores the growing consumer preference for products that align with environmental sustainability principles. 2) The analysis also revealed a significant and positive relationship

between store atmosphere and purchase intention for Fore Coffee products in Surabaya. This finding emphasizes the crucial role of a pleasant and inviting store environment in influencing consumer purchasing decisions.

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