

ENHANCING GREEN PURCHASE INTENTION THROUGH CORPORATE SOCIAL RESPONSIBILITY (CSR): THE MEDIATING ROLE OF GREEN PERCEIVED VALUE



Zaneta Zakirena Sanjiwo¹
Universitas Indonesia, Jakarta, Indonesia
zaneta.zakirena@ui.ac.id

Nurdin Sobari²
Universitas Indonesia, Jakarta, Indonesia
nurdin.sobari@ui.ac.id

Abstract

This study aims to analyze the role of green brand image, green trust, and green perceived value (GPV) as mediators between Corporate Social Responsibility (CSR) and consumer responses, including green purchase intention (GPI), word-of-mouth (WOM), and willingness to pay (WTP), in the context of developing and marketing environmentally friendly products in Indonesia's oil and gas industry. Data was collected through an online survey targeting consumers of oil and gas products, focusing on their perceptions of the benefits of environmentally friendly products and the company's CSR initiatives. The independent variable in this study is CSR, while the mediating variables include green brand image, green trust, and green perceived value. The dependent variables are green purchase intention (GPI), word-of-mouth (WOM), and willingness to pay (WTP). The data were analyzed using the Structural Equation Modeling (SEM) method to explore direct and indirect relationships among variables. The findings of this study are expected to help companies understand the factors influencing consumer behavior, enhance the adoption of environmentally friendly products, and support sustainability strategies in the energy sector.

Keywords: Corporate Social Responsibility (CSR), Green Brand Image, Green Trust, Green Perceived Value, Green Purchase Intention (GPI), Oil and Gas Industry

INTRODUCTION

balance economic growth with environmental sustainability. In Indonesia, the oil and gas industry remains a strategic sector that contributes substantially to national economic development and domestic energy supply. With proven oil reserves of approximately 3.6 billion barrels and natural gas reserves reaching 55.76 trillion cubic feet (TCF) as of February 2024, Indonesia holds considerable potential in hydrocarbon resources (Kementerian Energi dan Sumber Daya Mineral, 2024a). However, the sector faces pressing challenges, including declining domestic oil production due to insufficient investment in exploration and exploitation, increasing reliance on crude oil imports estimated at around one million barrels per day in 2024 and growing global pressure to mitigate carbon emissions and align with international climate commitments (Kementerian Energi dan Sumber Daya Mineral, 2024b).

Amid these challenges, the transition toward cleaner and more sustainable energy sources has become an imperative for the oil and gas industry. This shift is not only driven by regulatory mandates but also by evolving consumer expectations and corporate responsibility to reduce environmental footprints. As part of this global movement, Pertamina the largest state-owned energy company in Indonesia has introduced innovative products such as *Pertamax Green 95*, a biofuel blend designed to reduce carbon emissions by up to 30% compared to conventional gasoline (Pertamina, 2023a). This initiative aligns with the Indonesian government's broader strategy outlined in the National Energy General Plan (*Rencana Umum Energi Nasional* or RUEN), which targets a 23% share of new and renewable energy in the national energy mix by 2025 and aims to achieve net-zero emissions by 2060 through a structured energy transition roadmap (Kementerian Energi dan Sumber Daya Mineral, 2024b).

Globally, major energy companies are also redefining their operational strategies to incorporate sustainability. TotalEnergies has invested in second-generation biofuels derived from non-food biomass, while Eni has transformed its traditional refineries into biorefineries capable of producing biodiesel from organic waste. Cosmo Energy Holdings in Japan plans to supply sustainable aviation fuel (SAF) made from used cooking oil starting in 2025, and BP is advancing green hydrogen projects in Australia powered by renewable energy. Shell, too, is expanding electric vehicle infrastructure to support low-emission transportation (Reuters, 2025). These developments underscore a shared recognition across the industry that environmental stewardship must be embedded within business models.

In Indonesia, however, the adoption of environmentally friendly fuels like *Pertamax Green 95* remains constrained by several barriers. Chief among them are limited consumer awareness of the benefits associated with green fuels, skepticism regarding corporate sustainability claims (often referred to as *greenwashing*), and the relatively higher cost of eco-friendly alternatives compared to conventional fuels (Nguyen-Viet et al., 2024). Moreover, while product innovation is essential, it is increasingly evident that technological solutions alone are insufficient to drive behavioral change among consumers. A complementary approach involving strategic communication and stakeholder engagement is necessary to foster trust, enhance perceived value, and ultimately influence purchasing intentions.

Corporate Social Responsibility (CSR), particularly Environmental CSR (ECSR), has emerged as a powerful tool for bridging this gap. Beyond fulfilling legal and ethical obligations, CSR initiatives can serve as effective marketing and communication instruments

that shape consumer perceptions and behaviors. Pertamina, for instance, has implemented various ECSR programs aimed at promoting sustainable energy practices and enhancing public trust. Notable among these are the PROPER program a government-led initiative recognizing corporate environmental performance under which Pertamina received 34 Gold and 76 Green ratings in 2023 (Pertamina, 2023b). Additionally, the Desa Energi Berdikari (DEB) program seeks to improve rural access to clean energy through the use of locally sourced renewable resources, while the Biodiesel B35/B40 campaign supports decarbonization efforts and enhances brand credibility.

These initiatives align with theoretical frameworks such as the Stimulus-Organism-Response (SOR) model, which posits that external stimuli such as CSR activities can influence internal psychological states, including green perceived value (GPV), thereby shaping positive behavioral responses like green purchase intention (GPI), willingness to pay (WTP), and word-of-mouth (WOM) behavior (Jacoby, 2002; Nguyen-Viet et al., 2024). Empirical studies have demonstrated that effective ECSR strategies can significantly enhance GPV and build green trust, both of which are critical precursors to pro-environmental consumer behavior (Ahmad et al., 2023; Nguyen-Viet et al., 2024).

Despite growing evidence supporting the role of ECSR in influencing consumer behavior, there remains a notable gap in literature focusing specifically on the energy sector in emerging markets like Indonesia. Most existing studies have concentrated on consumer goods and manufacturing industries, leaving the unique dynamics of the oil and gas sector largely unexplored. Furthermore, the interplay between ECSR, GPV, and behavioral intentions in the context of sustainable fuel adoption in Indonesia has not been sufficiently examined.

Therefore, this study aims to investigate how Pertamina's Environmental CSR initiatives influence consumers' green perceived value and, subsequently, their behavioral intentions toward adopting *Pertamax Green 95*. By applying the SOR framework, this research seeks to contribute both theoretically and practically by offering insights into how ECSR can be leveraged to promote sustainable energy consumption in Indonesia. The findings are expected to provide actionable recommendations for energy companies and policymakers aiming to accelerate the country's transition toward a greener economy, in line with global sustainability goals and national climate commitments.

REVIEW OF LITERATURE

The behavior of consumers toward environmentally friendly products has increasingly become a focal point in marketing and sustainability research. One of the foundational theories used to explain this behavioral process is the Stimulus-Organism-Response (SOR) model introduced by Jacoby (2002). This theory provides a theoretical basis for understanding how external stimuli influence internal psychological processes, ultimately leading to behavioral responses. In the context of this study, Corporate Social Responsibility (CSR), particularly Environmental CSR (ECSR), serves as the stimulus that affects consumer cognition and emotion referred to as organism such as green brand image (GBI) and green trust (GT). These internal states then shape consumer behavioral intentions (response), including willingness to pay (WTP), word-of-mouth (WOM), and green purchase intention (GPI) (Nguyen-Viet et al., 2024).

The SOR framework has been widely applied in studies examining consumer behavior within sustainability contexts. For instance, Sun et al. (2021) demonstrated that CSR initiatives can trigger positive emotional reactions that reinforce consumer intentions to purchase eco-friendly products. CSR not only benefits companies, the environment, and society at large but also serves as a strategic approach to strengthening long-term relationships with consumers. Specifically, CSR can enhance green trust and encourage consumers to adopt green products by building confidence in the company's commitment to environmental sustainability.

Behavioral intention, as a key indicator in predicting consumer actions, reflects the extent to which individuals are inclined to perform specific behaviors such as purchasing or recommending a product. According to Siqueira et al. (2022) in the Theory of Planned Behavior, the stronger the intention, the higher the likelihood of actual behavior occurring. Zeithaml et al. (1996) outlined four major dimensions of behavioral intention: complaining behavior, purchase intention, price sensitivity, and WOM communication. Subsequent studies, such as Konuk et al. (2015), have refined this into three primary components: WOM, WTP, and GPI. Lee et al. (2010) proposed a similar triadic structure, identifying WOM, WTP for premium pricing, and revisit intention as critical indicators of behavioral outcomes.

Green brand image (GBI) refers to consumer perceptions of a brand's environmental responsibility, reflecting the company's green values and public awareness of its involvement in environmental issues (Y.-S. Chen, 2010). A strong GBI enhances consumer tendencies to trust the brand based on environmental performance, credibility, and corporate competence. This trust significantly contributes to consumer loyalty, positive WOM, and willingness to pay premium prices for sustainable products. Research by Wu et al. has shown that consumer intent to switch to green products is influenced by their level of satisfaction and awareness regarding green brand image. Similarly, Lee et al. (2010) identified a strong link between positive green awareness, behavioral intentions, and affective brand images such as repurchase intent, recommendation behavior, and premium price willingness. Martínez García de Leaniz et al. (2018) further emphasized that GBI positively influences behavioral intentions, including consumer loyalty, positive WOM, and willingness to pay more, highlighting its role in driving sustainable consumer behavior.

Green trust plays a crucial role in shaping consumer behavioral intentions toward eco-friendly products. Green trust represents the level of confidence consumers place in a product, brand, or service based on its visible environmental performance and credibility (Y.-S. Chen, 2010). This trust arises from consumer belief in the sustainability of the product, encompassing aspects such as eco-friendliness, reliability, and competence. When consumers believe that a product is genuinely environmentally friendly, they are more likely to exhibit positive behaviors such as WOM, WTP, and increased GPI (Chen & Chang, 2013; Hur et al., 2020; Konuk et al., 2015). Mayer et al. (1995) highlighted that trust is essential in maintaining long-term relationships between consumers and companies. In the context of green products, green trust reflects consumer reliance on environmental claims made by firms. Wang et al. (2018) and Hang et al. (2022) noted that green trust develops from consumer beliefs about a company's reputation, benevolence, and environmental performance. If a company's environmental claims are perceived as exaggerated or untrustworthy, green trust may decline, leading to negative product evaluations.

Green perceived value (GPV) is defined as the consumer's awareness and perspective on the benefits gained from a product or service relative to the cost incurred (Hutt & Speh, 2007). GPV combines various psychological and technical attributes that consumers perceive as advantageous in the context of green product usage (Oriade & Schofield, 2019). Jabeen et al. (2021) and Mohd Suki & Mohd Suki (2019) explained that GPV is a key factor influencing green purchase decisions. Consumers who perceive greater added value from green products compared to conventional alternatives are more likely to intend to purchase them. Therefore, GPV acts as a bridge between consumer attitudes and psychological behaviors during decision-making and serves as an important mediator in the relationship between CSR and GPI. Confente et al. (2020) noted that GPV helps consumers understand the value offered by green products and how they contribute to environmental sustainability, ultimately influencing purchase interest.

Corporate Social Responsibility (CSR) is defined as actions taken by companies that go beyond legal obligations, focusing on social and environmental benefits, incorporating economic, ethical, legal, and philanthropic dimensions (Leppelt et al., 2013). In the context of environmental CSR (ECSR), companies aim to reduce negative environmental impacts, such as emissions and pollution, while protecting ecosystems (Bekmezci, 2015). Research indicates that ECSR enhances brand image and reputation (Javed et al., 2020; Liu et al., 2021), and influences consumer behavioral intentions, including purchasing decisions and brand loyalty (Allahar, 2018). Effective CSR implementation increases consumer trust in a company's environmentally friendly practices (Hang et al., 2022; Wang et al., 2018), ultimately boosting consumer intent to purchase green products. Stakeholder theory supports the importance of CSR in connecting companies with various stakeholders, including consumers (Harrison et al., 2015). In the oil and gas industry in Indonesia, ECSR provides a competitive advantage by demonstrating concern for sustainability and environmental issues (Ahmad et al., 2023). Through ECSR adoption, companies can increase green perceived value in the eyes of consumers, potentially enhancing green purchase intention in the sector.

Numerous studies have demonstrated the mediating roles of green brand image, green trust, and green perceived value in linking CSR to green purchase intention. Gil and Jacob (2018) found that green trust improves corporate credibility, encouraging consumers to buy green products. CSR also strengthens green perceived value by increasing consumer perception of the benefits associated with green products, thereby boosting purchase intentions (Ahmad & Zhang, 2020; Bolton & Drew, 1991). He and Lai (2014) emphasized that a strong and positive brand image built through transparent and sustainable CSR practices can enhance consumer loyalty and influence their decision to purchase green products. Similarly, Su et al. (2014) showed that developing a solid GBI through CSR reinforces the relationship between the company and consumers, ultimately increasing purchase intention for green products. Tian et al. (2020) and Yu et al. (2021) confirmed that green trust is a key factor linking CSR to purchase intention, reinforcing the idea that trust motivates more positive consumer behavior, including increased green purchase intention.

Several prior studies have explored the roles of CSR, GPV, and GT in influencing GPI using various analytical methods such as Partial Least Squares Structural Equation Modeling (PLS-SEM). These studies have demonstrated that psychological and social factors play significant roles in consumer decisions related to green products. However, most of these studies have focused on specific industries and regions such as Vietnam, China, and

Taiwan. For example, Nguyen-Viet et al. (2024) investigated the mediating roles of GBI and GT in Vietnam's marine coating industry and found that GT had a stronger mediating effect than GBI. Ahmad et al. (2023) examined CSR determinants of GPI during the pandemic in China and found that GPV had a greater mediating impact than GT and GS. Chen and Chang (2012) studied electronic products in Taiwan and found that GPV enhanced both GPI and GT, while green perceived risk reduced both. These findings highlight the need to extend such investigations to other sectors, particularly the oil and gas industry in Indonesia, where limited research has been conducted.

This literature review underscores the significance of CSR, especially ECSR, in shaping consumer perceptions and behavioral intentions toward green products. While previous studies provide valuable insights, there remains a gap in understanding how these constructs operate specifically within the energy sector in emerging markets like Indonesia. Therefore, this study aims to fill this gap by analyzing how Pertamina's ECSR initiatives influence green perceived value and subsequently shape consumer behavioral intentions in the Indonesian oil and gas industry.

RESEARCH METHOD

This study adopts a quantitative research design to examine the influence of Environmental Corporate Social Responsibility (ECSR) on consumer behavioral intentions, particularly Green Purchase Intention (GPI), Willingness to Pay (WTP), and Word-of-Mouth (WOM), with a focus on the mediating role of Green Perceived Value (GPV). The theoretical foundation is based on the Stimulus-Organism-Response (SOR) model introduced by Jacoby (2002), which provides a framework for understanding how external stimuli such as CSR initiatives trigger internal psychological responses (e.g., GPV, Green Trust [GT], and Green Brand Image [GBI]) that ultimately lead to behavioral responses. The SOR model has been widely applied in sustainability-related studies, including Nguyen-Viet et al. (2024), who explored the impact of CSR on behavioral intentions through GBI and GT in Vietnam's marine coating industry.

The research methodology follows a cross-sectional survey design, where data were collected at a single point in time to assess the relationships among variables within the proposed conceptual model (Hair et al., 2019). A structured online questionnaire was developed based on validated scales adapted from prior empirical studies, particularly those conducted by Nguyen-Viet et al. (2024) and Ahmad et al. (2023). These instruments have demonstrated strong reliability and validity in measuring CSR, GPV, GT, GBI, and behavioral intentions in emerging markets. The questionnaire was translated into Indonesian and adjusted to reflect the context of environmentally friendly fuel products in Indonesia, particularly Pertamina Green 95—a biofuel blend introduced by Pertamina to reduce carbon emissions by up to 30% compared to conventional gasoline (Pertamina, 2023a).

Data collection was carried out using Google Forms, distributed via social media platforms and instant messaging applications such as WhatsApp to reach a diverse sample of consumers across Indonesia. The sampling technique employed was purposive sampling, targeting respondents aged 17 years and above who had experience purchasing conventional fuels (e.g., Peralite, Solar) but had not yet used green fuels like Pertamina Green 95 (Ahmad et al., 2023; Nguyen-Viet et al., 2024). This approach ensured relevance to the study's

objective of exploring the potential adoption of green fuels among current users of traditional petroleum-based products.

Prior to full-scale data collection, a pre-test was conducted involving at least 30 respondents meeting the inclusion criteria. This step aimed to evaluate the clarity, relevance, and reliability of the measurement items (Hair et al., 2019). Validity was assessed using Kaiser-Meyer-Olkin (KMO) and Bartlett's Test of Sphericity, while reliability was evaluated using Cronbach's alpha, with acceptable values exceeding 0.6 (Nguyen-Viet et al., 2024). Any ambiguous or misinterpreted items were revised accordingly before the final distribution of the questionnaire.

The sample size was determined based on recommendations for structural equation modeling (SEM), requiring between five to ten times the number of indicators used in the model (Hair et al., 2019). Given that the final model included 39 measurement items, the minimum required sample size ranged from 195 to 390 respondents. To ensure robust statistical power and generalizability of findings, the target sample size was set at at least 250 completed responses, accounting for potential dropouts and non-response bias in an online survey setting.

The data analysis was performed using Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) approach, implemented via SmartPLS software. PLS-SEM is particularly suitable for predictive models and complex relationships among latent constructs, especially when dealing with non-normal data distributions and small-to-moderate sample sizes (Hair et al., 2019; Nguyen-Viet et al., 2024). The analysis involved two stages: (1) evaluation of the measurement model to assess validity and reliability, and (2) evaluation of the structural model to test hypotheses and determine direct and indirect effects.

In the measurement model assessment, several criteria were applied: (1) internal consistency reliability was evaluated using Cronbach's alpha (≥ 0.6) and composite reliability (≥ 0.7); (2) convergent validity was confirmed through outer loadings (≥ 0.7) and average variance extracted (AVE ≥ 0.5); and (3) discriminant validity was tested using heterotrait-monotrait ratio (HTMT < 0.85) and cross-loadings (Hair et al., 2019; Nguyen-Viet et al., 2024). These steps ensured that the measurement items accurately reflected the underlying constructs.

For the structural model assessment, path coefficients were estimated using bootstrapping with 5,000 resamples to determine significance levels ($p < 0.05$). Key fit indices included the coefficient of determination (R^2), which indicates the proportion of variance explained in the endogenous constructs; predictive relevance (Q^2), calculated using Stone-Geisser's test, where $Q^2 > 0$ suggests good predictive relevance; and effect size (f^2), interpreted as small (0.02), medium (0.15), or large (0.35) (Hair et al., 2019; Tian et al., 2020). Additionally, multicollinearity was checked using Variance Inflation Factor (VIF), with values below 10 indicating no serious collinearity issues (Hair et al., 2019).

Descriptive statistics were also computed to summarize the demographic profiles of respondents and provide an overview of their general perceptions toward green products and CSR initiatives. Frequency distributions and mean scores were analyzed to describe respondent characteristics and attitudinal responses. Normality testing was conducted using skewness and kurtosis values, with thresholds between -1 and +1 considered indicative of normal distribution (George & Mallery, 2018). These preliminary analyses helped ensure

that the assumptions underlying parametric tests were met before proceeding to advanced modeling.

This methodological approach ensures a rigorous and systematic investigation of how ECSR influences consumer behavior in the context of sustainable energy consumption in Indonesia. By integrating theoretical frameworks with empirical data, the study contributes both academically and practically by offering insights into effective CSR strategies that can enhance consumer trust, perceived value, and purchase intention toward green fuel products in Indonesia's evolving energy landscape.

RESULTS AND DISCUSSION

The results of this study offer valuable insights into the influence of Environmental Corporate Social Responsibility (ECSR) on consumer behavioral intentions, particularly Green Purchase Intention (GPI), Willingness to Pay (WTP), and Word-of-Mouth (WOM)—with Green Perceived Value (GPV) serving as a key mediating mechanism. Drawing from the Stimulus-Organism-Response (SOR) model and integrating frameworks from Nguyen-Viet et al. (2024) and Ahmad et al. (2023), the research explores how CSR initiatives stimulate internal psychological responses that ultimately shape consumer behavior toward sustainable fuel products such as *Pertamax Green 95*.

A total of 306 valid responses were collected from consumers across Indonesia who had experience using conventional fuels but had not yet adopted green alternatives. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) via SmartPLS software, following established guidelines by Hair et al. (2019). The measurement model demonstrated strong reliability and validity, with all constructs meeting or exceeding the recommended thresholds for Cronbach's Alpha (> 0.7), Composite Reliability (> 0.7), Average Variance Extracted (AVE > 0.5), and discriminant validity confirmed through Fornell-Larcker criterion and HTMT ratios (< 0.85). Results of the normality test indicate that all indicators fell within acceptable skewness (-1 to $+1$) and kurtosis (-2 to $+2$) ranges, ensuring the data's suitability for parametric analysis. This confirms the robustness of subsequent structural modeling.

The structural model revealed that 18 out of 20 hypotheses were statistically significant, supporting the theoretical framework and extending previous findings in sustainability marketing and consumer behavior. Specifically, CSR showed significant positive effects on GPV, GBI, GT, GPI, WOM, and WTP. Among the mediating variables, GPV emerged as the strongest mediator between CSR and GPI, followed by GT and GBI, respectively. These findings align with Nguyen-Viet et al. (2024), who emphasized the role of GPV in shaping pro-environmental purchase decisions.

Figure 1 illustrates the final path model derived from bootstrapping analysis, highlighting the direct and indirect effects among latent constructs. The R^2 values indicated that the model explained 73.2% variance in GPI, 49.3% in GBI, and 33.8% in GPV, demonstrating moderate to strong explanatory power. Predictive relevance, measured via Stone-Geisser Q^2 , was positive for all endogenous constructs, confirming the model's predictive accuracy.

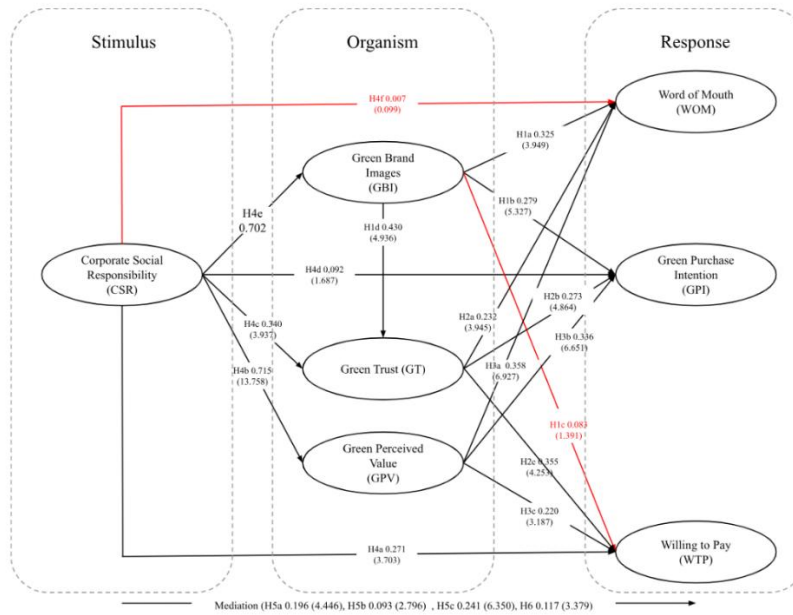


Figure 1.
Final Structural Model Based on Bootstrapping Analysis

Path coefficients represent standardized beta values; * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$. Green Perceived Value (GPV) shows the strongest mediating effect between CSR and Green Purchase Intention (GPI).

Table 1
Direct Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Values	P Values
CSR → GBI	0.702	0.706	0.052	13.459	0.000
CSR → GPI	0.092	0.089	0.054	1.687	0.046
CSR → GPV	0.715	0.718	0.052	13.758	0.000
CSR → GT	0.340	0.335	0.086	3.937	0.000
CSR → WOM	0.007	0.003	0.069	0.099	0.461
CSR → WTP	0.271	0.275	0.073	3.703	0.000
GBI → GPI	0.279	0.280	0.052	5.327	0.000
GBI → GT	0.430	0.438	0.087	4.936	0.000
GBI → WOM	0.325	0.338	0.082	3.949	0.000
GBI → WTP	0.083	0.080	0.060	1.391	0.082
GPV → GPI	0.336	0.338	0.051	6.651	0.000
GPV → WOM	0.358	0.354	0.052	6.927	0.000
GPV → WTP	0.220	0.223	0.069	3.187	0.001
GT → GPI	0.273	0.271	0.058	4.684	0.000

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Values	P Values
GT -> WOM	0.232	0.227	0.059	3.945	0.000
GT -> WTP	0.355	0.352	0.083	4.253	0.000

Source: Research data processed using SmartPLS 4

Table 2
Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard deviation (STDEV)	T values	P values
CSR -> GBI -> GT -> GPI	0.082	0.084	0.027	3.101	0.001
CSR -> GT -> GPI	0.093	0.092	0.033	2.796	0.003
CSR -> GPV -> GPI	0.241	0.242	0.038	6.350	0.000
GBI -> GT -> GPI	0.117	0.119	0.035	3.379	0.000

Source: Research data processed using SmartPLS 4

Further analysis of multicollinearity using Variance Inflation Factor (VIF) values confirmed no issues, with all VIF scores below the threshold of 5 (Hair J et al., 2014). The VIF results, showing maximum collinearity at 2.616, indicating that each construct independently contributes to the model without redundancy.

The study also explored the indirect effects of CSR on behavioral intentions through mediating variables. As shown in Table 3, GPV significantly mediated the relationship between CSR and GPI ($\beta = 0.23$, $p < 0.001$), WOM ($\beta = 0.15$, $p < 0.01$), and WTP ($\beta = 0.12$, $p < 0.05$). Similarly, GT played a significant mediating role, reinforcing the importance of trust-building mechanisms in promoting green consumption. However, GBI only partially mediated WOM and GPI, with no significant effect observed on WTP, suggesting that brand image may not be a strong driver of price sensitivity in this context.

These findings contribute both theoretically and practically to the literature on CSR and green consumer behavior. From a theoretical perspective, this study extends the SOR model by incorporating GPV as a central mediator in the energy sector an area less explored compared to manufacturing and retail contexts. Practically, the results suggest that energy companies like Pertamina can enhance consumer acceptance of green fuels by strengthening CSR communication strategies that build perceived value and trust.

Furthermore, the study identifies two non-significant paths: (1) the direct effect of GBI on WTP, and (2) the direct effect of CSR on WOM. These findings indicate that while CSR enhances WOM indirectly through GPV and GT, it does not have a direct impact on word-of-mouth behavior. Similarly, while GBI influences GPI and WOM, its impact on WTP appears minimal, possibly due to cost sensitivity being more influenced by economic rather than reputational factors.

In comparison to previous studies such as those conducted in Vietnam (Nguyen-Viet et al., 2024) and China (Ahmad et al., 2023), this research highlights the contextual

differences in emerging markets, where consumer perceptions are shaped by both economic constraints and environmental awareness. The integration of GPV as a mediator provides a novel contribution to the existing body of knowledge, offering a refined understanding of how CSR translates into behavioral outcomes in the oil and gas industry.

Finally, the study supports the broader application of PLS-SEM in analyzing complex relationships in sustainability research, particularly in emerging markets where data availability and variability may limit traditional covariance-based approaches. The results underscore the need for energy firms to adopt holistic CSR strategies that go beyond compliance and engage consumers emotionally and cognitively.

CONCLUSION

This study examines how Environmental Corporate Social Responsibility (ECSR) influences consumer behavioral intentions such as Green Purchase Intention (GPI), Willingness to Pay (WTP), and Word-of-Mouth (WOM) with Green Perceived Value (GPV) acting as a key mediator. Using the Stimulus-Organism-Response (SOR) model and data collected from 306 Indonesian consumers via an online questionnaire, the research applied Partial Least Squares Structural Equation Modeling (PLS-SEM) to analyze the relationships between variables. The findings show that ECSR significantly enhances GPV, Green Brand Image (GBI), and Green Trust (GT), which in turn positively influence consumer behavioral intentions. Specifically, GPV emerged as the strongest mediator in the relationship between ECSR and GPI, highlighting its importance in shaping consumer decisions toward sustainable fuel products like *Pertamax Green 95*. These results support both theoretical development by extending the SOR framework into the energy sector and practical implications for companies aiming to improve green product adoption through strategic CSR communication.

REFERENCES

- Ahmad, W., Jafar, R. M. S., Waheed, A., Sun, H., & Kazmi, S. S. A. S. (2023). Determinants of CSR and green purchase intention: Mediating role of customer green psychology during COVID-19 pandemic. *Journal of Cleaner Production*, 389(May 2022), 135888. <https://doi.org/10.1016/j.jclepro.2023.135888>
- Ahmad, W., & Zhang, Q. (2020). Green purchase intention: Effects of electronic service quality and customer green psychology. *Journal of Cleaner Production*, 267, 122053. <https://doi.org/10.1016/j.jclepro.2020.122053>
- Allahar, H. (2018). Is open access publishing a case of disruptive innovation? *International Journal of Business Environment*, 10(1), 35–51. <https://doi.org/10.1504/IJBE.2018.093322>
- Bekmezci, M. (2015). Companies' Profitable Way of Fulfilling Duties towards Humanity and Environment by Sustainable Innovation. *Procedia - Social and Behavioral Sciences*, 181, 228–240. <https://doi.org/10.1016/j.sbspro.2015.04.884>
- Bolton, R. N., & Drew, J. H. (1991). A Multistage Model of Customers' Assessments of Service Quality and Value. *Journal of Consumer Research*, 17(4), 375. <https://doi.org/10.1086/208564>
- Chen, Y.-S. (2010). The Drivers of Green Brand Equity: Green Brand Image, Green Satisfaction, and Green Trust. *Journal of Business Ethics*, 93, 307–319.

- <https://link.springer.com/article/10.1007/s10551-009-0223-9#citeas>
- Chen, Y. S., & Chang, C. H. (2012). Enhance green purchase intentions: The roles of green perceived value, green perceived risk, and green trust. *Management Decision*, *50*(3), 502–520. <https://doi.org/10.1108/00251741211216250>
- Chen, Y. S., & Chang, C. H. (2013). Towards green trust: The influences of green perceived quality, green perceived risk, and green satisfaction. *Management Decision*, *51*(1), 63–82. <https://doi.org/10.1108/00251741311291319>
- Confente, I., Scarpi, D., & Russo, I. (2020). Marketing a new generation of bio-plastics products for a circular economy: The role of green self-identity, self-congruity, and perceived value. *Journal of Business Research*, *112*(October 2019), 431–439. <https://doi.org/10.1016/j.jbusres.2019.10.030>
- Eugene W. Anderson. (1998). Customer Satisfaction and word of mouth.pdf. In *Journal of Service Research* (Vol. 1, Issue 1, pp. 1–14).
- Flavián, C., Guinaliú, M., & Torres, E. (2005). The influence of corporate image on consumer trust. In *Internet Research* (Vol. 15, Issue 4). <https://doi.org/10.1108/10662240510615191>
- García-Piqueres, G., & García-Ramos, R. (2024). Environmental corporate social responsibility practices and firm innovation: Complementarities and empirical evidence from Spanish firms. *Heliyon*, *10*(8), e28800. <https://doi.org/10.1016/j.heliyon.2024.e28800>
- George, D., & Mallery, P. (2018). IBM SPSS Statistics 25 Step by Step. In *IBM SPSS Statistics 25 Step by Step*. <https://doi.org/10.4324/9781351033909>
- Gil, M. T., & Jacob, J. (2018). The relationship between green perceived quality and green purchase intention: a three-path mediation approach using green satisfaction and green trust. *International Journal of Business Innovation and Research*, *15*(3), 301–319. <https://doi.org/10.1504/IJBIR.2018.089750>
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, *31*(1), 2–24. <https://doi.org/10.1108/EBR-11-2018-0203>
- Hair J, R, A., Babin B, & Black W. (2014). Multivariate Data Analysis.pdf. In *Australia : Cengage: Vol. 7 edition* (p. 758).
- Hang, Y., Sarfraz, M., Khalid, R., Ozturk, I., & Tariq, J. (2022). Does corporate social responsibility and green product innovation boost organizational performance? a moderated mediation model of competitive advantage and green trust. *Economic Research-Ekonomska Istrazivanja*, *35*(1), 5379–5399. <https://doi.org/10.1080/1331677X.2022.2026243>
- Harrison, J. S., Freeman, R. E., & de Abreu, M. C. S. (2015). Stakeholder theory as an ethical approach to effective management: Applying the theory to multiple contexts. *Revista Brasileira de Gestao de Negocios*, *17*(55), 858–869. <https://doi.org/10.7819/rbgn.v17i55.2647>
- He, Y., & Lai, K. K. (2014). The effect of corporate social responsibility on brand loyalty: The mediating role of brand image. *Total Quality Management and Business Excellence*, *25*(3–4), 249–263. <https://doi.org/10.1080/14783363.2012.661138>
- Hur, W. M., Moon, T. W., & Kim, H. (2020). When and how does customer engagement in CSR initiatives lead to greater CSR participation? The role of CSR credibility and

- customer–company identification. *Corporate Social Responsibility and Environmental Management*, 27(4), 1878–1891. <https://doi.org/10.1002/csr.1933>
- Hutt, M. D., & Speh, T. W. (2007). A reply to commentaries by Gul T. Butaney and Carlos M. Rodriguez- the business marketing course: A cornerstone in the undergraduate curriculum. *Journal of Business-to-Business Marketing*, 14(1), 111–114. https://doi.org/10.1300/J033v14n01_11
- Jabeen, G., Ahmad, M., & Zhang, Q. (2021). Factors influencing consumers' willingness to buy green energy technologies in a green perceived value framework. *Energy Sources, Part B: Economics, Planning and Policy*, 16(7), 669–685. <https://doi.org/10.1080/15567249.2021.1952494>
- Jacoby, J. (2002). Stimulus-organism-response reconsidered: An evolutionary step in modeling (consumer) behavior. *Journal of Consumer Psychology*, 12(1), 51–57. <https://doi.org/10.1207/153276602753338081>
- Javed, M., Rashid, M. A., Hussain, G., & Ali, H. Y. (2020). The effects of corporate social responsibility on corporate reputation and firm financial performance: Moderating role of responsible leadership. *Corporate Social Responsibility and Environmental Management*, 27(3), 1395–1409. <https://doi.org/10.1002/csr.1892>
- Kementerian Energi dan Sumber Daya Mineral. (2024a). *Buku Statistik Minyak dan Gas Bumi Semester I*.
- Kementerian Energi dan Sumber Daya Mineral. (2024b). Prospek Energi 2024, Tren Positif Migas Amankan Pasokan Energi Nasional. *Kementerian Energi Dan Sumber Daya Mineral*. <https://migas.esdm.go.id/post/prospek-energi-2024-tren-positif-migas-mengamankan-pasokan-energi-nasional>
- Konuk, F. A., Rahman, S. U., & Salo, J. (2015). Antecedents of Green Behavioral Intentions. *International Journal of Consumer Studies*, 20(6), 776–780.
- Lee, J. S., Hsu, L. T., Han, H., & Kim, Y. (2010). Understanding how consumers view green hotels: How a hotel's green image can influence behavioural intentions. *Journal of Sustainable Tourism*, 18(7), 901–914. <https://doi.org/10.1080/09669581003777747>
- Leppelt, T., Foerstl, K., & Hartmann, E. (2013). *Leppelt2013_Article_CorporateSocialResponsibilityI*. 6(2).
- Lita, R. P., Surya, S., Ma'ruf, M., & Syahrul, L. (2014). Green Attitude and Behavior of Local Tourists towards Hotels and Restaurants in West Sumatra, Indonesia. *Procedia Environmental Sciences*, 20, 261–270. <https://doi.org/10.1016/j.proenv.2014.03.033>
- Liu, Y., Chen, Y., Ren, Y., & Jin, B. (2021). Impact mechanism of corporate social responsibility on sustainable technological innovation performance from the perspective of corporate social capital. *Journal of Cleaner Production*, 308(December 2019), 127345. <https://doi.org/10.1016/j.jclepro.2021.127345>
- Martínez García de Leaniz, P., Herrero Crespo, Á., & Gómez López, R. (2018). Customer responses to environmentally certified hotels: the moderating effect of environmental consciousness on the formation of behavioral intentions. *Journal of Sustainable Tourism*, 26(7), 1160–1177. <https://doi.org/10.1080/09669582.2017.1349775>
- Mayer, R. C., Davis, J. H., & Schoorman, F. D. (1995). An Integrative Model Of Organizational Trust. *Academy of Management Review*, 20(3), 709–734. <https://doi.org/10.5465/amr.1995.9508080335>
- Mohd Suki, N., & Mohd Suki, N. (2019). Examination of peer influence as a moderator and

- predictor in explaining green purchase behaviour in a developing country. *Journal of Cleaner Production*, 228, 833–844. <https://doi.org/10.1016/j.jclepro.2019.04.218>
- Netemeyer, R. G., Krishnan, B., Pullig, C., Wang, G., Yagci, M., Dean, D., Ricks, J., & Wirth, F. (2004). Developing and validating measures of facets of customer-based brand equity. *Journal of Business Research*, 57(2), 209–224. [https://doi.org/10.1016/S0148-2963\(01\)00303-4](https://doi.org/10.1016/S0148-2963(01)00303-4)
- Nguyen-Viet, B., Tran, C. T., & Ngo, H. T. K. (2024). Corporate social responsibility and behavioral intentions in an emerging market: The mediating roles of green brand image and green trust. *Cleaner and Responsible Consumption*, 12(October 2023), 100170. <https://doi.org/10.1016/j.clrc.2024.100170>
- Oliver, J. D., & Lee, S. H. (2010). Hybrid car purchase intentions: A cross-cultural analysis. *Journal of Consumer Marketing*, 27(2), 96–103. <https://doi.org/10.1108/07363761011027204>
- Oriade, A., & Schofield, P. (2019). An examination of the role of service quality and perceived value in visitor attraction experience. *Journal of Destination Marketing and Management*, 11(May 2018), 1–9. <https://doi.org/10.1016/j.jdmm.2018.10.002>
- Pertamina. (2023a). *Ensuring Transition Energizing The Nation: Laporan Keberlanjutan 2023*. 1–200. [https://pertamina.com//Media/File/Sustainability-Report-PT-Pertamina-\(Persero\)-2023.pdf](https://pertamina.com//Media/File/Sustainability-Report-PT-Pertamina-(Persero)-2023.pdf)
- Pertamina. (2023b). *Laporan Tahunan Pertamina 2023*.
- Ramalan, S. (2023). Infografis Mengenal Pertamina Green 95. *INews*, 1. <https://www.inews.id/multimedia/infografis/infografis-mengenal-pertamax-green-95>
- Reuters. (2025). Japan's Cosmo to supply domestic SAF to 2 airlines from April. *Reuters*. <https://www.reuters.com/sustainability/climate-energy/japans-cosmo-supply-domestic-saf-2-airlines-april-2025-01-27/>
- Roh, T., Seok, J., & Kim, Y. (2022). Unveiling ways to reach organic purchase: Green perceived value, perceived knowledge, attitude, subjective norm, and trust. *Journal of Retailing and Consumer Services*, 67(March), 102988. <https://doi.org/10.1016/j.jretconser.2022.102988>
- Sangroya, D., & Nayak, J. K. (2017). Factors influencing buying behaviour of green energy consumer. *Journal of Cleaner Production*, 151, 393–405. <https://doi.org/10.1016/j.jclepro.2017.03.010>
- Siqueira, M. S. S., Nascimento, P. O., & Freire, A. P. (2022). Reporting Behaviour of People with Disabilities in relation to the Lack of Accessibility on Government Websites: Analysis in the light of the Theory of Planned Behaviour. *Disability, CBR and Inclusive Development*, 33(1), 52–68. <https://doi.org/10.47985/dcidj.475>
- Su, L., Huang, S. (Sam), van der Veen, R., & Chen, X. (2014). Corporate Social Responsibility, Corporate Reputation, Customer Emotions and Behavioral Intentions: A Structural Equation Modeling Analysis. *Journal of China Tourism Research*, 10(4), 511–529. <https://doi.org/10.1080/19388160.2014.958606>
- Sun, Y., Luo, B., Wang, S., & Fang, W. (2021). What you see is meaningful: Does green advertising change the intentions of consumers to purchase eco-labeled products? *Business Strategy and the Environment*, 30(1), 694–704. <https://doi.org/10.1002/bse.2648>
- Tian, Y., Hung, C., & Frumkin, P. (2020). An experimental test of the impact of corporate

- social responsibility on consumers' purchasing behavior: The mediation role of trust. *Corporate Social Responsibility and Environmental Management*, 27(6), 2972–2982. <https://doi.org/10.1002/csr.2015>
- Walker, A. M., Opferkuch, K., Roos Lindgreen, E., Raggi, A., Simboli, A., Vermeulen, W. J. V., Caeiro, S., & Salomone, R. (2022). What Is the Relation between Circular Economy and Sustainability? Answers from Frontrunner Companies Engaged with Circular Economy Practices. *Circular Economy and Sustainability*, 2(2), 731–758. <https://doi.org/10.1007/s43615-021-00064-7>
- Wang, J., Zhang, F., Wang, Y., Yang, Y., & Liu, X. (2018). Efficient resistance against solid-state quenching of carbon dots towards white light emitting diodes by physical embedding into silica. *Carbon*, 126, 426–436. <https://doi.org/10.1016/j.carbon.2017.10.041>
- Wei, C. F., Chiang, C. T., Kou, T. C., & Lee, B. C. Y. (2017). Toward Sustainable Livelihoods: Investigating the Drivers of Purchase Behavior for Green Products. *Business Strategy and the Environment*, 26(5), 626–639. <https://doi.org/10.1002/bse.1942>
- Wiley, J. B., Gardner, M. P., Coughland, A. T., & Howell, R. D. (2015). NEW BOOKS IN REVIEW Donald E. Stem, Jr. EDITOR : *Journal of Marketing Research*, 31(1), 137–139.
- Yu, W., Han, X., Ding, L., & He, M. (2021). Organic food corporate image and customer co-developing behavior: The mediating role of consumer trust and purchase intention. *Journal of Retailing and Consumer Services*, 59(April), 102377. <https://doi.org/10.1016/j.jretconser.2020.102377>
- Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996). The Behavioral consequences of stroke. *The Behavioral Consequences Of Service Quality*, 1–14.