The Influence of Green Brand Image on Green Brand Trust Equity Mediated by Green Trust

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Abstract. The effect of Green Brand Image on Green Brand Equity directly or indirectly through Green Trust on Starbucks consumers in Kota Bandung is the aim of this study. As many as 100 respondents used as the population in this study was drawn from Starbucks consumers at Jl. Dipati Ukur No.42 Kota Bandung. The sample uses a non-probability sampling technique. The method of analysis used in this research is descriptive and verificative analysis consisting of path analysis, mediation effect test (VAF), t test, and single test which are used to measure the magnitude of The Influence of Green Brand Image and Green Trust on Green Brand Equity. The results showed that Green Brand Image has a significant effect on Green Trust, Green Brand Image has a significant effect on Green Brand Equity, Green Trust has a significant effect on Green Brand Equity. Green Trust can mediate the relationship between Green Brand Image and Green Brand Equity on Starbucks consumers at Jl. Dipati Ukur No.42 Kota Bandung.

Keywords : Green Brand Image, Green Brand Equity, and Green Trust

1. Introduction

The issues of global warming, energy freedom, and the green movement have become social movements in today's society. Various social communities hail changes in human habits that tend to be hedonistic and consumptive through the concept of going green. This also attracts companies to get involved in implementing the concept of going green. Green marketing according to Dahlstrom in emphasizing the offering of products that are not harmful to the environment with a marketing process designed to minimize negative impacts on the physical environment which includes production, distribution and product reclamation activities as an integrated effort in marketing [1, 2]. This also happened to the research of Laheri which stated that people care about the environment and are ready to change their behavior to influence the environment [3]. Because nowadays customers not only choose products from the best materials but also good for the environment [4].

Green marketing and brand image that are well communicated to consumers will make product purchases by consumers. Green marketing will form a positive brand image in the minds of consumers because of its superiority in environmentally friendly terms. According to research by Chitra and Wardhana in the case of Body Shop, it was found that Green Marketing had a significant effect on the Body Shop brand image [5]. The annual CSR report of Starbucks Coffee in the world in 2006 describes the things that Starbucks Coffee has done in its efforts to become an environmentally friendly company. Activities that have been carried out include saving water and energy at its outlets, recycling paper cups,

introducing tumblers, changing paper cups to plastic cups made from polypropylene, and participating in organizational activities that care about environmental problems. These forms of efforts to preserve the environment are correlated with the statement of Syeda Shazia Bukhari which states that companies need to improve their product performance from an environmental aspect so that customers are loyal to the company [6]. Green marketing concept can also increase sales because customers are now becoming aware of the environment [7]. The annual CSR Starbucks Coffee report also states that Starbucks Coffee is ranked 6th in the Top 25 Green Power Partners awarded by The U.S Environmental Protection Agency [8]. The equity of a brand is determined by various factors, one of the factors that determine brand equity is trust / trust. Chen Green trust is a desire to depend on a brand based on a belief obtained from credibility, good deeds, and skills regarding environmental sustainability [9].

In the concept of green trust, there is the word "trust" which means "trust", trust is an important thing for a company to build and maintain in order to maintain its relationship with consumers. When consumers already have a trust in a company, the company will have an added value that is beneficial for the company. The concept adopted from Chen explains that green brand equity is a brand, name and symbol of its commitment and concern for the environment of a product or service that can increase or decrease the value that is in the product or service [9]. Aaker and Biel in their book argue where the increase Brand equity is driven by a positive brand image enhancement [10]. A positive image in terms of the environment of a brand is an asset, because having a positive image will have an impact on consumer perceptions in various ways that lead to strengthening the brand in the minds of consumers [11]. The same thing was stated in the research of Khandewal which stated that the marketing concept of green branding affects consumer attitudes in choosing of product [12]. Through this research will use a verification research method with a quantitative approach using path analysis. While the hypothesis testing will use the t test.

2. Method

The survey in this study was taken from the results of a questionnaire on Starbuck customers at Jalan Dipatiukur No. 42 City of Bandung. Which the sample used was 100 respondents on Starbuck customers. The research method used is a quantitative method with path analysis. Path analysis is used to see the effect of the independent variable on the dependent variable, either directly or indirectly through intervening variable. Path analysis is the result of the development of the regression analysis. In addition, the validity and reliability test that were also used. Validity is used for the extent to which an instrument measures what should be measured with minimum score of 0,3. Meanwhile reliability is a tool that used to measuring instrument to provides consistent results with minimum score of 0,7. The hypothesis proposed in this study are as follows:

H1: Green brand image (X) has a significant effect on toward green trust (Z)

H2: Green brand image (X) has a significant effect on toward green brand equity (Y)

H3: Green trust (Z) has a significant effect on toward green brand equity (Y)

H4: Green trust (Y) is thought to significantly mediate the relationship between green brand image (X) and green brand equity (Z)

3. Results

The first step before starting the path analysis is carried out, validity and reliability test are conducted to ensure that each item of the questionnaires has the validity of its size and consistency. Table 1 below explains the results of validity and reliability test.

Table 1. The Result of Validity and Reliability Test

Statements	Validity	Reliability
GBI1	0,623	0,881
GBI2	0,605	
GBI3	0,616	
GBI4	0,656	
GBI5	0,693	
GBI6	0,750	
GBI7	0,633	
GBI8	0,747	
GBI9	0,569	
GBI10	0,664	
GBI11	0,730	
GBI12	0,612	
GBE1	0,691	0,909
GBE2	0,716	
GBE3	0,744	
GBE4	0,732	
GBE5	0,654	
GBE6	0,614	
GBE7	0,695	
GBE8	0,575	
GBE9	0,735	
GBE10	0,739	
GBE11	0,755	
GBE12	0,832	
GT1	0,504	0,908
GT2	0,617	
GT3	0,583	
GT4	0,720	
GT5	0,659	
GT6	0,656	
GT7	0,674	
GT8	0,769	
GT9	0,736	
GT10	0,692	
GT11	0,573	
GT12	0,658	
GT13	0,720	
GT14	0,704	
GT15	0,647	

The results of the validity test show that all questionnaire items are valid with a score > 0.30. Meanwhile, the results of the reliability *Cronbach's Alpha* test show the consistency with a score > 0.70. The second step is to initiate path analysis to show the whole model with the aim of whether the hypothesis in the model is accepted or rejected. Figure 1 beow is a model of path analysis:
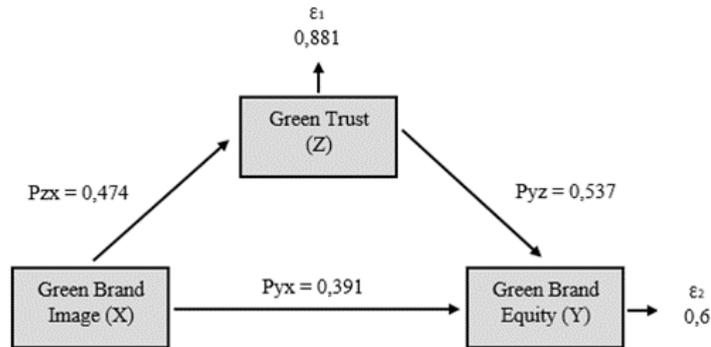
Figure 1. Coefficient Value

From the results on Figure 1, show that path coefficient of green brand image is 0.474, which means if green brand image gaining by 1, it will increase green trust by 0.474. Meanwhile, the path coefficient of green brand image 0,391, which means if green brand image gaining by 1, it will increase green brand equity by 0391. In other structure, the path coefficient of green trust is 0,537, which means if green trust gaining by 1, it will increase green brand equity by 0.537. To see how much the effect directly or indirectly green brand image toward green brand equity through green trust as an intervening variable can be calculated in the following description:

a. The Effect of X toward Y
Directly X toward Y : PYX.PYX   = 0,153
Indirectly X toward Y : PYX.PZX.PYZ = 0,099
Total Effect   = 0,252 (25,2%)

b. The Effect of Z toward Y
Directly Z toward Y : PYZ.PYZ   = 0,288
Indirectly Z toward Y : PYX.PZX.PYX   = 0,099
Total Effect   = 0,387 (38,7%)

c. Total Effect
0,252 + 0,387   = 0,639 (63,9%)

The final step is to test the hypothesis that has been previously described. The t test is used to answer the hypothesis. Table 2 below is the t test of the research hypothesis

Table 2. T-Test H1

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	28.771	5.113		5.627	.000
	Grand Brand Image (X)	.584	.110	.474	5.324	.000

a. Dependent Variable: Green Trust (Z)

H1 states that there is an effect of green brand image toward green trust with value is 5,324 which has a greater value than T-table 1,984 and significance 0,000<0,05. This result proves that there is a significant effect of green brand image toward green trust, H1 is accepted (See Table 3).

Table 3. T-Test H2

Coefficients*

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.700	3.334		.510	.611
	Grand Brand Image (X)	.399	.071	.391	5.651	.000
	Green Trust (Z)	.445	.057	.537	7.774	.000

a. Dependent Variable: Green Brand Equity (Y)

H2 states that there is an effect of green brand image toward green brand equity with value is 5,651 which has a greater value than T-table 1,984 and significance 0,000<0,05. This result proves that there is a significant effect of green brand image toward green brand equity, H2 is accepted (See Table 4).

Table 4. T-Test H3

Coefficients*

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.700	3.334		.510	.611
	Grand Brand Image (X)	.399	.071	.391	5.651	.000
	Green Trust (Z)	.445	.057	.537	7.774	.000

a. Dependent Variable: Green Brand Equity (Y)

H3 states that there is an effect of green trust toward green brand equity with value is 7,774 which has a greater value than T-table 1,984 and significance 0,000<0,05. This result proves that there is a significant effect of green trust toward green brand equity, H3 is accepted.

Meanwhile, H4 was tested using a sobel test to show the effect of the intervening variable:

$$z = \frac{PX \cdot PZ}{\sqrt{(PZ^2 \cdot Std^2) + (PX^2 \cdot Stb^2)}}$$

$$z = \frac{0,474.0,537}{\sqrt{(0,537^2 . 0,071^2) + (0,474^2 . 0,057^2)}}$$

$$z = \frac{0,2545}{\sqrt{(0,288.0,0050) + (0,225.0,0032)}}$$

$$z = \frac{0,2545}{\sqrt{(0,00144) + (0,00072)}}$$

$$z = \frac{0,2545}{\sqrt{0,00216}}$$

$$z = \frac{0,2545}{0,046476}$$

z = 5,474

The result of the t value calculation for the intervening variable green trust is 5.476 which has a greater than t value for sobel test 1,99. This means that there is an achievement in green brand equity that is significantly shaped by the green brand image through green trust.

4. Discussion

The first factor determining green brand equity is the green brand image. Which in the green brand image has the greatest impact is the company's good environmental reputation. This may be caused by the cognitive condition of customers who have started to become aware of environmental sustainability by consuming environmentally friendly products. The second factor is green trust. Which in green trust the greatest influence is the environmental argument. This may be because the

company's advertising campaign has been accepted by customers so that customers prefer products from companies that have good advertising campaigns such as certain taglines associated with environmentally friendly products.   Based on the result, the effect of green brand image toward green trust is significant positive, which is shows a positive relationship between green brand image and green trust in Taiwanese electronic products, the stronger the green brand image, the higher the consumer's desire to believe through the brand's ability and credibility about the product image, which prioritizes environmental sustainability [9]. Next, the effect of green brand image toward green brand equity is significant positive, which is shows a positive relationship between green brand image and green trust in bottled mineral water Ades [13]. Meanwhile, the effect of green trust toward green brand equity is significant positive, which is shows a positive relationship between green trust and green brand equity in Taiwanese electronic products [9]. The contribution the effect of green brand equity affected by green brand image is 41.6%. This shows that the brand equity is able to prove by the green brand image with a total contribution of 41.6%. While the remaining 0.584 or 58.4% is the influence or contribution of other factors not examined outside of research, namely the value of green prejudice, green satisfaction, and green brand loyalty. Meanwhile, green brand equity affected by green trust of 52,2%. This shows that the brand equity is able to prove by the green trust with a total contribution of 0,522 or 52,2%. While the remaining 47,8% is the influence or contribution of other factors not examined outside of research, namely the value of green prejudice, green satisfaction, and green brand loyalty.

Research with the theme of green marketing Mahendra and Sulistyawati [13] which examines bottled mineral water product, is almost similar to this study, that is beverage product where packaging is the main concern. Single-use packaging such as beverage products are consumed every day by millions of people which have an impact on environmental problems. This phenomenon makes companies have to develop their products into environmentally friendly products. Because nowaday, people realized must to more aware of the impact of the waste products they consume. Green marketing campaigns are an alternative solution to win the market by implementing environmentally friendly products.

5. Conclusion

The result of the research indicated that green brand image have significant effect toward green brand equity either directly or indirectly through green trust. The findings of this research are used as a reference to encourage businesses who will care to the environment, which places more emphasis on the output of environmentally friendly products.

Acknowledgment

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