

## Green Marketing and Sustainable Consumer Behavior: A Study on Repurchase Intentions of Muslim Fashion Buttonscarves in Jabodetabek

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### ABSTRACT

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This study examines the influence of green marketing strategies, brand image, and brand trust on consumers' repeat purchase intentions for sustainable fashion products in Indonesia, with a specific focus on the Muslim fashion brand Buttonscarves. Green marketing is positioned as a strategic approach that may shape consumer preferences and decision-making processes regarding environmentally friendly products. The research aims to identify the characteristics of Buttonscarves consumers and to analyze the effects of environmentally friendly products, green products, green pricing, and green promotions on repeat purchase intention. In addition, the study evaluates the roles of brand image and brand trust in strengthening consumers' purchasing decisions. Primary data were collected through an online questionnaire distributed to 150 respondents. The study applies the Theory of Reasoned Action (TRA) as the conceptual foundation, while Structural Equation Modeling–Partial Least Squares (SEM-PLS) is employed to examine the relationships among research variables. The empirical findings demonstrate that environmentally friendly products significantly influence repeat purchase intention, with a t-statistic value of 3.341. Green products also show a significant effect, indicated by a t-statistic of 2.131, followed by green promotions with a t-statistic of 1.996. Furthermore, brand image exerts a notable influence on consumers' repeat purchase intentions, with a t-statistic value of 2.321. These results emphasize the importance of implementing holistic green marketing strategies and strengthening brand positioning to enhance consumer loyalty toward sustainable fashion brands such as Buttonscarves.

**Keywords:** environment-friendly product, purchasing decisions, sustainable fashion

### INTRODUCTION

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The Creative Economy Agency says that out of 16 creative industries in Indonesia, three main areas add a lot to the GDP. The culinary sector makes up 41.96%, fashion 18.5%, and handicrafts 15.70%. The fashion industry is a top exporter of creative goods in Indonesia, playing a big role in economic growth and the creative

industry, especially with high consumer demand (Directorate of Creative Economy Research and Development, Deputy of Research Education and Development, Creative Economy Agency, 2017). But, the fashion industry also harms the environment because its production causes pollution (Garcia-Torres et al. 2017). Research by Binet et al. (2018) predicts that the fashion industry will keep growing until 2030, leading to 2,791 tons of carbon emissions and 148 tons of waste.

Rosadi (2021) found that only 28% of Indonesian consumers know about sustainable products, like sustainable fashion. This lack of understanding makes it harder for people to buy eco-friendly products. When people see a product as sustainable, they are more likely to buy it because they care more about the environment and society. Also, Islamic teachings stress the importance of balance and avoiding harm to the environment, which matches the ideas behind sustainable products.

Green marketing has emerged as a strategic response to the growing awareness of environmental issues. It facilitates the development and implementation of sustainable environmental strategies by companies. An illustrative case of green marketing is exemplified by Buttonsscarves, a local Muslim fashion brand that collaborates with TENCEL to incorporate eco-friendly materials in its production processes. With a dedicated customer base, Buttonsscarves demonstrates the acceptance and influence of green marketing on consumer behavior.

Numerous studies have demonstrated that factors such as environmental concerns, knowledge, attitudes, values, and consumer awareness significantly influence the decision to purchase green products (Liobikiene et al. 2016; Boztepe, 2012). In light of this context, further investigation into the impact of green marketing strategies on consumer decisions to purchase green products is warranted. Most research on green marketing still focuses on general industries such as food, household products, or cosmetics. Studies specifically linking green marketing to sustainable consumer behavior in the context of modest fashion or Muslim fashion are still very limited. This represents a significant gap, given that the modest fashion sector has distinct dynamics and religious values than conventional fashion.

Islamic environmental ethics emphasize stewardship (*khalifah*) and responsibility to preserve the earth, which closely aligns with the principles of green consumerism. These values encourage Muslims to prefer products that are environmentally friendly and ethically produced. Strengthening this link provides deeper theoretical grounding by showing that sustainable consumption is not only behavioral but also faith-driven. Integrating these ethical foundations helps explain why Muslim consumers may respond more positively to green marketing strategies. This connection enhances the theoretical contribution of studies on sustainable Muslim fashion.

Based on the explanation above, the author formulated several important questions to be addressed in this study; How does green marketing influence repurchase intentions for Buttonsscarves eco-fashion products, as measured by the variables of environmental friendliness, green product, green price, and green promotion; and how does consumer behavior, as measured by brand image and brand trust, influence repurchase intentions for Buttonsscarves products?

## Literature Review

The basic theory of behavior known as the Theory of Reasoned Action (TRA) was introduced by Fishbein and Ajzen in 1975 (Nickerson, 2023). It influences a person's

behavioral intentions. The two main concepts in this theory are focus of attention and volition. Focus of attention means considering what is considered important, and volition is determined by norms and subjective attitudes. In the Theory of Reasoned Action (TRA), the core is a person's desire to act in a certain way. According to the Theory of Reasoned Action, human decision-making can occur in advance through a rational thought process to consider certain behaviors and the consequences and results of those behaviors. How a person views something is influenced by their feelings towards it. According to Baron and Bryne (2004), a person's attitude has a greater impact on their behavior.

The Theory of Reasoned Action (TRA) explains that a person's behavior is determined by behavioral intention, which is formed by attitude toward the behavior (attitude) and subjective norm. In the context of this study, all variables (Brand Image, Brand Trust, Environmentally Friendly Product, Green Product, Green Promotion, and Green Price) function as factors forming positive consumer attitudes toward Buttons scarves as a quality, trustworthy brand with a commitment to sustainability, thereby strengthening consumer evaluation and perception of product value (attitude component). In addition, green promotion and brand image also influence consumer perceptions of what is considered important by social groups or the Muslim fashion community (subjective norm), thus encouraging consumers to follow the sustainability values valued by their social environment. Thus, all research variables act as antecedents that shape attitudes and subjective norms according to the TRA framework, which ultimately increases repurchase interest (behavioral intention) towards Buttons scarves products.

### **Green Marketing**

FuiYeng and Yazdanifard (2015) explain green marketing. Many companies use it to stay ahead because people care more about the environment now. Banerjee and Solomon (2003) talk about eco-labeling. This is a way to make products better for the environment by helping consumers choose wisely. Eco-labeling is not new, but it is getting more attention for sustainability and efficiency. However, comparing eco-labeling is hard because there is not much research on private eco-labeling programs. Studies show that government programs, like Energy Star, are more successful than private ones.

### **Environmentally Friendly Product**

Daoud et al. (2024) say that using digital marketing to raise environmental awareness has greatly changed how these strategies are made. This study highlights how important digital platforms are in shaping how people think about environmental issues. It looks at sustainability efforts, content choices, and how people interact with environmental content. The research shows how digital marketing and environmental advocacy are working more closely together as the digital world changes.

### **Green Product, Green Price, and Green Promotion**

Green products are made in ways that are better for the environment. This includes everything from getting raw materials to getting rid of the product. These products try to reduce harm to the environment and support sustainability. Chen and Chang (2012) say green products are designed to use less natural resources and energy throughout their life.

Green pricing is a way to set prices that include the costs of making products in an environmentally friendly way. Green products usually cost more than regular ones

because they use cleaner methods and better materials. Peattie and Crane (2005) note that people are willing to pay more for green products if the benefits are clear and believable.

Green promotion is a marketing effort to raise awareness and support for green products. This can include ads, campaigns, and education that show the environmental benefits of the product. Polonsky (1994) says green promotion can improve a company's image and increase customer loyalty to eco-friendly products.

### **Brand Image and Brand Trust**

Brand image, according to Kotler and Armstrong (2007), is shaped by past information or experiences. It affects how consumers see and believe in different brands. Herzog describes brand image as the overall impression consumers get from various sources. Ditcher agrees, saying brand image is not about specific product features but a general feeling (Nandan 2005). A good brand image can make people more likely to buy products from that brand. Keller (2001) says a strong brand image can lead to brand loyalty, which can increase sales and market share.

Brand trust means consumers feel safe relying on a brand, even if there are risks (Lau and Lee 1999). This trust gives consumers a sense of security when they use a brand, based on strong beliefs about the brand's reliability and purpose (Kautonen and Karjaluoto 2008). Brand trust is important because it affects buying choices. Delgado-Ballester et al. (2003) showed that trust in a brand can make consumers more loyal and likely to buy again. When consumers trust a brand, they feel more comfortable buying, which can lead to buying more often and spending more.

Within the Theory of Reasoned Action (TRA), green marketing—which includes environmentally friendly products, green product attributes, green price, and green promotion—acts as a set of salient beliefs that shape consumers' attitudes toward sustainable consumption. When consumers perceive these green marketing elements as valuable, credible, and aligned with their expectations, they form positive attitudes that strengthen their behavioral intentions. At the same time, brand image and brand trust function as subjective norms within the TRA framework, as they reflect social approval, credibility, and perceived ethical conduct of the brand, which together create external social pressure that encourages consumers to behave consistently with these values. Thus, the interaction between green marketing practices and brand-related perceptions directly supports the formation of strong behavioral intentions—such as the intention to repurchase sustainable Muslim fashion products—by influencing both attitudes and subjective norms as the core determinants of intention in the Theory of Reasoned Action.

This study examines the influence of environmental awareness, eco-friendly product features, eco-friendly product prices, eco-friendly product advertising, and consumer demographic characteristics on consumer purchasing behavior. It also examines the direction and magnitude of these relationships, if any. The hypotheses of this study are as follows:

H<sup>1</sup>: There is a positive relationship between environmentally friendly products and repurchase intention for buttonscarves.

H<sup>2</sup>: There is a positive relationship between green products and repurchase intention for buttonscarves.

H<sup>3</sup>: There is a positive relationship between green product price and repurchase intention for buttonscarves.

H<sup>4</sup>: There is a positive relationship between green product promotion and repurchase intention for buttons scarves.

H<sup>5</sup>: There is a positive relationship between brand image and repurchase intention for buttons scarves.

H<sup>6</sup>: There is a positive relationship between brand trust and repurchase intention for buttons scarves.

## METHODS

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This research took place in the Jabodetabek area, which includes Jakarta, Bogor, Depok, Tangerang, and Bekasi. This location was chosen because it is a crowded residential area and a big city region. The study happened from January 2024 to June 2024. Researchers collected main data by giving questionnaires to people, focusing on Buttons scarves customers in Jabodetabek. They used a purposive sampling method to choose participants, following specific criteria:

1. Muslim religion
2. Aged 17-42 years old
3. Have ever bought a Buttons scarves product
4. Reside in the Jabodetabek area

Respondents aged 17 to 42 were chosen because this age range represents the most dominant group of active and digital-savvy consumers in purchasing and following modest fashion trends such as Buttons scarves. Respondents in this study were individuals who had purchased Buttons scarves products at least once because only those with actual purchasing experience could provide valid and relevant assessments regarding perceptions of green marketing, product quality, brand image, brand trust, and repurchase intentions, so that the data obtained were more accurate in describing actual consumer behavior than just the intentions or assumptions of non-buyers. Muslim respondents domiciled in Jabodetabek were chosen because Buttons scarves is a modest fashion brand whose majority of consumers are Muslim women, while Jabodetabek is the center of urban Muslim fashion population, trends, and consumption behavior in Indonesia, so respondents from this segment are considered the most relevant, representative, and have experiences and expectations that are in accordance with the research context on green marketing and repurchase intention.

Roscoe stated that research using multivariate analysis (correlation or multiple regression) must have at least five times the number of research indicators (Sugiyono, 2014). This study consisted of 30 indicators, so the sample size was  $30 \times 5 = 150$  respondents. The study included 150 people from the Jabodetabek area. It looked at six outside factors and one main factor. The outside factors were eco-friendly products, green products, green prices, green promotion, brand image, and brand trust. The main factor was the intention to buy again. The study used a Likert scale to measure responses: (1) Strongly Disagree; (2) Disagree; (3) Agree; (4) Strongly Agree. Data was analyzed with Smart-PLS 3 software using a method called SEM-PLS to see how these factors affect wasteful behavior in homes. The main steps in this analysis are testing the measurement model (outer model) and the structural model (inner model).

According to Hair et al. (2014), an r-square of 0.75 is considered a strong influence, 0.50 is considered a moderate influence, and 0.25 is considered a weak influence. Furthermore, the evaluation of the inner model involves the t-statistic value

to test the significance of the path coefficient. The t-statistic value is compared with the t-table value with a significance level of  $\alpha = 5$  percent and 10 percent, which in this case the t-table value is 1.96 and 1.645. If the t-statistic value is greater than the t-table value, then the hypothesis is accepted or indicates a significant influence between the independent variables.

## RESULT AND DISCUSSION

### Respondent Characteristic

Characteristic	Description	Amount	Percentage
Gender	Male	21	14%
	Female	129	86%
Age	17-26	105	71%
	27-30	39	24%
	31-40	6	5%
Place of residence	Jakarta	33	22%
	Bogor	28	18,7%
	Depok	30	20%
	Tangerang	31	20,7%
	Bekasi	28	18,7%
Last Education	Elementary school/equivalent	-	-
	Junior high school/equivalent	-	-
	High school/equivalent	54	36%
	Bachelor/diploma	90	60%
Occupation	Post-graduate (s2/s3)	6	4%
	Students	28	18,7%
	Civil Servants / State-Owned Enterprises / Government Officials	28	18,7%
	Private Employee	60	40%
	Entrepreneur	32	21,3%
	Housewife	2	1,3%
	TNI	-	-
Income/ Month	<1.500.000	6	4%
	Rp.1.500.001-2.500.000	20	13,3%
	Rp.2.500.001-3.500.000	27	18%
	Rp.3.500.001-5.000.000	52	34,7%
	Rp.5.000.001-10.000.000	42	28%
	>Rp.10.000.000	3	2%
	Average Expenditure	Rp.100.000-500.000	39
	Rp.500.001-1.000.000	79	52,7%
	Rp.1.000.001-2.000.000	31	20,7%

Characteristic	Description	Amount	Percentage
Types of Green Fashion that have been purchased	>Rp.2.000.000	1	0,7%
	Scarves	40	26,7%
	Bags	27	18%
	Footwear	17	11,3%
	Accessories	16	10,7%
	Others items	50	33.3%

The survey results show that most respondents are women, making up 86% or 129 people. About 71% of respondents, or 105 people, are aged 17-26. In terms of education, 60% of respondents, or 90 people, have a Bachelor's degree or a Diploma. Most respondents work as private employees, which is 40% or 60 people. They earn between Rp.3,500,001 and Rp.5,000,000 per month and spend between Rp.500,001 and Rp.1,000,000 monthly. This suggests that Buttons scarves products have strong potential demand, especially among young women with middle incomes. This group seems willing to spend part of their income on fashion items, showing steady interest and buying power. Therefore, Buttons scarves should focus its marketing on this group to boost repeat purchases.

### SEM-PLS Analysis Results Outer Model Analysis

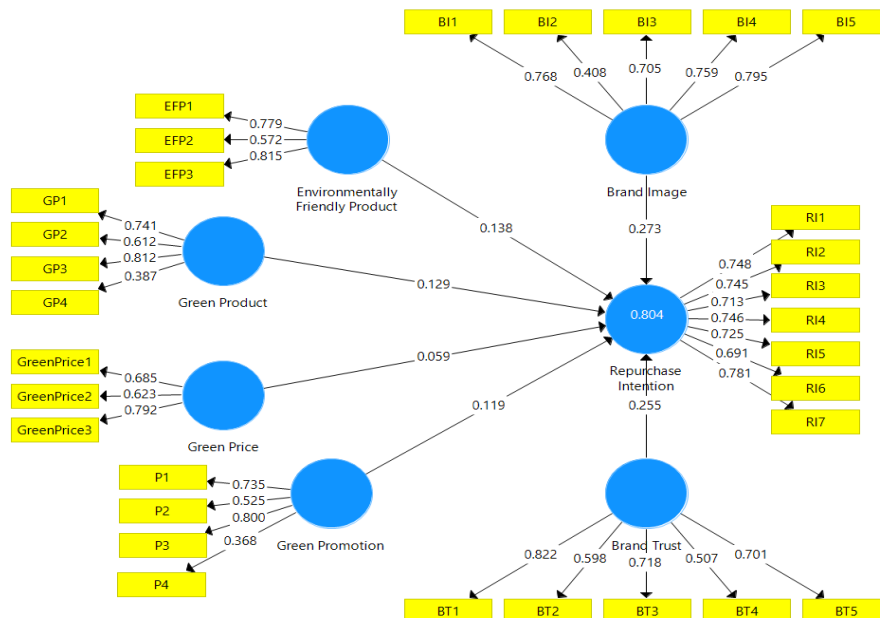


Figure 1 Loading Factor Value

### Convergent Validity

Hair et al. (2014) state that indicators are valid if their loading factor is over 0.70. In Figure 3, some indicators have a loading factor below 0.70, so they need to be removed to pass the validity test. The removed indicators are from the repurchase intention variable (R2, R3, R6), the environmentally friendly product variable (EFP2), the green product variable (GP2, GP4), the green price variable (GreenPrice1), the

green promotion variable (P2, P4), the brand image variable (BI2), and the brand trust variable (BT2, BT4). Next, the Average Variance Extracted (AVE) value is calculated. A variable has good validity if its AVE is more than 0.5 (Hair et al., 2014). Table 1 shows the AVE values from this study.

Table 1 Average Variance Extracted (AVE)

Variabel Laten	Nilai AVE
<i>Brand Image</i>	0.592
<i>Brand Trust</i>	0.648
<i>Environmentally Friendly Product</i>	0.709
<i>Green Price</i>	0.671
<i>Green Product</i>	0.722
<i>Green Promotion</i>	0.689
<i>Repurchase Intention</i>	0.653

Source: primary data (processed)

### Discriminant Validity

In this study, the results showed that each variable was more strongly related to itself than to other variables. This means the indicator measures the right variables. You can see the cross-loading factor values in Table 2.

Table 2 Discriminant Validity

	BI	BT	EFP	<i>Green Price</i>	<i>Green Product</i>	<i>Green Promoti on</i>	RI
BI	0.769						
BT	0.733	0.805					
EFP	0.677	0.665	0.842				
Gprice	0.732	0.589	0.487	0.819			
Gproduct	0.699	0.748	0.671	0.569	0.850		
Gpromotion	0.722	0.767	0.663	0.553	0.759	0.830	
RI	0.737	0.740	0.725	0.555	0.743	0.745	0.808

Source: primary data (processed)

### Composite Reliability

This assessment aims to check how reliable the indicators are when building hidden variables. The data in this study are reliable if they have composite reliability values over 0.70. The results are shown in Table 3.

Table 3 Composite Reliability

Variabel Laten	Composite Reliability
<i>Brand Image</i>	0.853
<i>Brand Trust</i>	0.846
<i>Environmentally Friendly Product</i>	0.828
<i>Green Price</i>	0.802
<i>Green Product</i>	0.839
<i>Green Promotion</i>	0.816
<i>Repurchase Intention</i>	0.882

Source: primary data (processed)

Table 3 demonstrates that all variables possess a composite reliability value exceeding 0.7, thereby indicating that all latent variables can be considered reliable.

### Inner Model Analysis

The next step in the SmartPLS program is to do a structural model analysis, also called inner model analysis. This step checks how much of the change is explained by looking at the R-square value and path coefficients. The main goal is to see if there are positive or negative links between the independent and dependent variables. This is done using two main calculations: R2 and the t-statistic.

### R-Square

The R-squared statistic shows how much outside factors affect inside factors. It also measures how much the dependent variable changes because of the independent variable. This is shown in Table 4.

Table 4 R-Square

Variabel Laten	R-Square
Repurchase Intention	0.711

Source: primary data (processed)

Table 4 shows that certain factors like eco-friendly products, green products, green pricing, green advertising, brand image, and brand trust explain 71.1% of why people buy again. The other 28.9% is due to factors not studied here.

### T-Statistic

The t-statistic value helps to check how each endogenous latent variable affects the exogenous latent variable. This is done using the bootstrapping process in SmartPLS 3.0 software. The analysis uses significance levels of 5 percent and 10 percent. If the T-statistic value is less than the T Table value at 5 percent (1.96) and 10 percent (1.645), the hypothesis is rejected. If the T-statistic value is more than the T Table value at 5 percent and 10 percent, the hypothesis is accepted. Table 5 shows the results of the bootstrapping process, including the path coefficient outcomes.

Table 5 Path Coefficient

Path Coefficients	Original Sample	T-Statistic	P-Values	Hipotesis
BI → Y	0.205	2.321	0.021**	Significant
BT → Y	0.157	1.918	0.056*	Significant
EFP → Y	0.241	3.341	0.001**	Significant
Gprice → Y	-0.014	0.203	0.839	Insignificant
GProduct → Y	0.194	2.131	0.034**	Significant
GPromotion → Y	0.177	1.996	0.047**	Significant

Source: primary data (processed)

## DISCUSSION

### **The Effect of Environmentally Friendly Products on Repurchase Interest in Buttonsscarves Products in Jabodetabek**

The study looked at how environmentally friendly products affect people buying them again. It found a t-statistic of 3.341, which is higher than the critical value of 1.96, and a p-value of 0.001, which is less than 0.05. This means there is a strong link between the two. So, the more eco-friendly a product is, the more likely people will buy it again. This matches a global trend where people care more about the environment. Shoppers are more aware of how their purchases affect the planet and prefer to support green practices. This shows that adding eco-friendly features to products is a good strategy for companies to attract customers. Chen and Chang (2012) showed that green products make customers more loyal because they are happier with these products. This matches other findings that green products make people want to buy them again. Yadav and Pathak (2017) also found that how people see green products affects their decision to buy again, supporting the idea that these products increase interest in buying again. Joshi and Rahman (2015) found that liking green products is linked to wanting to buy them again, backing up this idea. Leonidou et al. (2010) looked at how good green marketing affects customer loyalty, which agrees with the idea that green products make people want to buy again. Rahbar and Wahid (2011) found that features like eco-friendly labels and packaging make people more likely to buy again, supporting the idea that green products influence buying decisions.

### **The Effect of Green Products on Repurchase Interest in Buttonsscarves Products in Jabodetabek**

The study looked at how green products affect the desire to buy again. It found a t-statistic of 2.131 and a p-value of 0.034. This is important for Buttonsscarves because it shows that customers who buy their products feel they are helping the environment. This makes them happier and more likely to buy again. Buttonsscarves can use this information to improve their green marketing. By making green products better and telling customers about these improvements, they can increase repeat purchases and strengthen customer loyalty. Chen and Chang (2013) showed that green products make people more likely to buy again because they trust and like these products more. This supports the idea that green products affect buying again. Tiwari et al. (2011) also found that when people think well of green products, they are more likely to buy them again. Aman et al. (2012) found that being aware of the environment and having a good attitude towards it also affects buying again, which matches this research. Nguyen et al. (2017) looked at how good quality and trust in green products lead to buying again, agreeing with the idea that green products influence buying again. Liobikienė et al. (2016) found that knowing about green products and being aware of them leads to loyalty and buying again, supporting this study's findings. Overall, green products have a big impact on whether people buy again. So, companies should make their products more eco-friendly to keep customers coming back.

### **The Effect of Green Price on Repurchase Interest in Buttonsscarves Products in Jabodetabek**

The analysis shows that the green price variable does not affect repurchase interest. The t-statistic is 0.203 and the p-value is 0.839. This means there is no

significant link. The eco-friendly price does not greatly influence consumers' decisions to buy the product again. Even though Buttonsscarves consumers care about the environment, they do not see price as a key factor in buying again. Instead, product quality and brand image are more important to them. Rokka and Uusitalo (2008) found that people know eco-friendly products are important, but high prices don't make them buy more. This study shows that high prices for green products don't make people want to buy them again. Auger et al. (2003) noted that even though people say they will pay more for green products, price is still a big problem. This supports the idea that high prices don't boost repeat buying. Vermeir and Verbeke (2006) showed that even if people care about the environment, they don't always buy green products, especially if they cost more. This matches the finding that high prices don't affect buying again. Luchs et al. (2010) found that high prices for green products can lower the chance of buying again, especially if people think the price is too high for what they get. This supports the study's conclusion that high prices don't affect buying again. Gleim et al. (2013) looked at why people, even if they want to support green products, often choose cheaper options if they think green products are too expensive. This agrees with the finding that high prices don't affect buying again.

The insignificant relation of Green Price on Repurchase Interest for Buttonsscarves products in Jabodetabek can be explained by the characteristics of premium segment consumers who tend to be insensitive to price, so that additional costs associated with environmentally friendly attributes are considered reasonable and do not affect repurchase decisions. Buttonsscarves consumers are more influenced by emotional and psychological factors such as brand image, brand trust, quality, and the image of exclusivity, so that the cognitive-rational Green Price is not a primary consideration. Furthermore, consumer perceptions of the Green Price concept are often not firmly established due to a lack of understanding or brand communication regarding environmentally friendly pricing structures, so this variable does not have sufficient variance to influence repurchase intentions. Thus, repurchase decisions are driven more by trust and brand attachment than by environmentally friendly pricing considerations.

### **The Effect of Green Promotion on Repurchase Interest in Buttonsscarves Products in Jabodetabek**

The analysis shows that the green promotion variable has a t-statistic value of 1.996, and the p-value is 0.047, which is less than 0.05. This means there is a significant relationship, The Buttonsscarves should keep improving their promotions by focusing on eco-friendly aspects. For example, they can show how their products help the environment. Working with eco-friendly influencers can also help them reach more people. By promoting eco-friendly products, Buttonsscarves can increase customer loyalty. People who feel they are buying sustainable products are more likely to buy again and tell others about them. Rahbar and Wahid (2011) found that trustworthy green promotions make people more likely to buy again. This matches other research showing that green promotions affect buying interest. Leonidou et al. (2011) also found that marketing that highlights eco-friendly features boosts customer loyalty and repeat purchases. Hartmann and Apaolaza-Ibáñez (2012) showed that good green promotions improve how people see brands, leading to more repeat buying. Prakash and Pathak (2017) found that honest green communication is linked to more repeat buying. Groening et al. (2018) found that including green promotions in marketing

strategies increases customer loyalty and repeat buying. All these studies agree that green promotions strongly influence buying again.

### **The Effect of Brand Image on Repurchase Interest in Buttonsscarves Products in Jabodetabek**

The study shows that the brand image affects repurchase interest. The t-statistic is 2.321, and the p-value is 0.021. This means the relationship is statistically significant. This highlights the importance of brand image in influencing consumer behavior. Buttonsscarves should keep a good brand image by making sure their products and services match what customers expect, like high quality, attractive design, and great customer service. A strong brand image can increase customer loyalty. Satisfied customers are likely to recommend Buttonsscarves to others, bringing in new customers and growing the market. Keller's research (1993) shows that a strong brand image boosts customer loyalty and the likelihood of buying again. This matches other findings that say brand image greatly affects the decision to buy again. Chi, Yeh, and Yang (2009) also found that a good brand image has a big impact on whether customers buy again, supporting the idea that brand image influences this decision. Kuo and Feng (2013) found a direct link between a positive brand image and the decision to buy again, especially in retail. This supports the idea that brand image greatly affects buying again. Nguyen et al. (2011) also found that a good brand image can increase customer loyalty and the chance of buying again, which agrees with the idea that brand image has a big effect on buying again.

### **The Effect of Brand Trust on Repurchase Interest in Buttonsscarves Products in Jabodetabek**

The analysis shows that brand trust affects the interest in buying again. The t-statistic is 1.918, and the p-value is 0.056. It confirms that trust in the brand positively affects the desire to buy Buttonsscarves products again. The 10% significance level means there is a 10% chance these results could happen by accident. Still, the findings support the idea that brand trust is important for wanting to buy again. Customers who trust Buttonsscarves are more likely to buy again because they believe in the quality and value of the products. Research by Delgado-Ballester and Munuera-Alemán (2001) shows that brand trust greatly affects whether people buy a product again, especially for high-risk items. This matches other findings that say brand trust influences buying decisions. Erdem and Swait (2004) also found that when people trust a brand, they are more likely to buy from it again, particularly in fields where brand reputation is very important. These results support this study's findings that brand trust strongly affects buying decisions. Additionally, Chaudhuri and Holbrook (2001) discovered that brand trust boosts brand loyalty and repeat purchases, confirming that brand trust has a big impact on buying decisions.

### **Implication and Recommendation**

The findings of this research have important implications in the perspective of Islamic consumption behavior and sustainability ethics, where the strong influence of Brand Image, Brand Trust, Green Product, Green Promotion, and Environmentally Friendly Product on repurchase intention indicates that Muslim consumers, especially in Greater Jakarta, increasingly appreciate the value of sustainability that is in line with the principles of maqāṣid al-sharī'ah such as protecting the environment (ḥifẓ al-bi'ah), avoiding isrāf (waste), and choosing products that provide social and ecological

benefits. Although Green Price has no effect, this can be interpreted that Muslim consumers do not consider price as a major obstacle as long as the product provides value that is in accordance with Islamic ethical principles—such as quality, honesty, and ecological responsibility—so that repurchases are more driven by trust, reputation, and brand sustainability commitment. Ethically, these results confirm that Muslim fashion companies such as Buttonsscarves need to increase transparency of their eco-friendly practices, strengthen communication about social responsibility, and ensure that sustainability claims are in line with the principles of *ṣidq* (honesty) and *amanah* (responsibility), so as to strengthen the loyalty of Muslim consumers who are increasingly aware of ethical consumption and environmental sustainability.

Buttonsscarves' sustainability strategy shows a strong alignment with consumer expectations in several aspects, but also leaves some potential conflicts that need to be considered. On the one hand, the brand's efforts to build a positive image, maintain product quality, increase consumer trust, and promote environmentally friendly values are in line with the increasing awareness of consumers, especially urban Muslim consumers, who want high-quality and ethical products. This strategy is in line with the expectation that premium brands must demonstrate a real commitment to sustainability through design, materials, and transparent communication. However, a gap emerges when sustainability elements such as Green Products are not yet fully internalized or clearly perceived by consumers, so that ecological benefits do not become a major factor in repeat purchase decisions. Additionally, Green Price not influencing repurchase interest indicates that consumers expect sustainability as an inherent added value, not as a justification for higher prices. Therefore, Buttonsscarves' strategy still needs to clarify concrete evidence of sustainability—for example, through material certification, supply chain transparency, or environmental impact reports—in order to truly meet the expectations of consumers who are increasingly critical of green marketing claims and want to see consistency between brand image, communication, and actual sustainability practices.

## CONCLUSION

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The results of this study indicate that all variables; Brand Image, Brand Trust, Environmentally Friendly Product, Green Product, and Green Promotion have a positive effect on repurchase intention for Buttonsscarves products, while Green Price has no significant effect, indicating that premium segment consumers prioritize emotional value, trust, quality, and sustainability image over price considerations in repurchase decisions. These findings provide policy implications for companies to strengthen sustainability-based marketing strategies by improving the quality of environmentally friendly products, consistent green promotions, and strengthening brand image and trust without focusing too much on green price adjustments that are not the main determinants of consumer behavior. The theoretical contribution of this research is to strengthen the understanding in the literature of green marketing and consumer behavior that repurchase interest in the premium fashion segment is more influenced by psychological and perceptual factors, and at the same time broaden the perspective of sustainable consumption theory in the context of Muslim consumers. The limitation of this research lies in the focus of respondents which only includes Buttonsscarves consumers in the Jabodetabek area, so the findings may not

fully describe consumer behavior in other regions or different market segments. For further research, it is recommended to expand the model by adding variables such as customer satisfaction, customer experience, and lifestyle orientation, or segmenting based on environmental awareness levels, so as to provide a more comprehensive picture of the factors that influence repurchase intention for sustainable fashion products.

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