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The Influence of Green Innovation and Digital Experience Strategies on Green Purchase Intention Through Environmental Awareness Mediation in Gen Z Consumers: A Case Study of Using a Tumbler at Janji Jiwa Coffee Shop

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Abstract

The significant growth of coffee consumption and the rapid adoption of digital technology among Generation Z consumers in Indonesia pose challenges in maintaining customer loyalty amid their dynamic preferences. This study examines the effects of Green Innovation and Digital Experience on Green Purchase Intention, with Environmental Awareness as a mediating variable. A quantitative survey was conducted on 250 Gen Z consumers who had made purchases at Janji Jiwa coffee shops using a personal tumbler, and the data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results reveal that both Green Innovation and Digital Experience significantly influence Green Purchase Intention, both directly and indirectly through Environmental Awareness. Environmental Awareness plays a role as a partial mediator, amplifying the effect of green strategies on sustainable consumer behavior. These findings imply that combining green innovation and digital convenience with environmental education can strengthen Gen Z's intention to purchase eco-friendly products. The study contributes practical insights for F&B industry players to develop integrated sustainability strategies that align with the environmental values of Generation Z.

Keywords: Green Innovation, Digital Experience, Green Purchase Intention, Environmental Awareness, Generation Z Consumers, Janji Jiwa Coffee Shop, Indonesia.

INTRODUCTION

Coffee has become an integral part of modern lifestyles in Indonesia, particularly among urban communities, where its role extends beyond stimulation to social identity and everyday routines (Herqutanto et al., 2024; Safitri et al., 2025). According to a GoodStats survey (2024), 40% of respondents consume two cups of coffee per day and 71% prefer purchasing ready-to-drink coffee from shops rather than brewing it at home, reflecting a lifestyle-driven shift in consumption patterns. This demand aligns with rapid growth in contemporary coffee-shop chains and outlets across Indonesian cities (USDA FAS, 2024; APKCI estimate as summarized in university repositories, 2023). At the same time, Indonesia's digital ecosystem reinforces these habits: mobile food-ordering apps specifically for coffee shops show strong continuance intentions among users (Wiastuti et al., 2024; Hanafiah, A. 2015); nationwide internet connectivity now reaches roughly 79–80% of the population (≈221–222 million users), enabling seamless discovery and ordering (APJII, 2024), while social media penetration further amplifies café discovery and coffee trends (DataReportal, 2024). Digital payments have also surged QRIS transactions jumped

sharply in 2024 making cashless coffee purchases routine within this ecosystem (Bank Indonesia, 2025).

Amid this digitalization trend, environmental consciousness is also increasing, particularly among Generation Z (Agrawal et al., 2023). A survey conducted by JakPat and published by Statista (2024) found that 56% of Gen Z Indonesians regularly carry their own drinking bottles (*tumblers*) as part of waste-reduction efforts. This indicates the potential synergy between digital lifestyles and environmental awareness, opening opportunities for coffee shops to implement sustainable strategies, such as offering discounts for customers who bring their own *tumblers*. Therefore, a green innovation strategy that integrates with digital experiences has the potential to stimulate green purchase intentions among consumers who are becoming increasingly environmentally conscious (Hanafiah, A., 2023).

The growth of contemporary coffee shops in Indonesia has nearly tripled in recent years (Toffin Indonesia, 2020). Based on data from the Central Bureau of Statistics (BPS), the number of coffee shops increased from approximately 2,950 outlets in 2016 to 8,869 in 2022 (Toffin Indonesia, 2020; Hurdawaty, Wibowo, & Sulistiyowati, 2023). Notably, Indonesia currently holds the largest market share for modern coffee shops in Southeast Asia, with an estimated market value of USD 947 million in 2023 (Momentum Works, 2023). This remarkable expansion is largely driven by local coffee brands that offer contemporary milk-based coffee beverages at affordable prices and adopt a grab-and-go business model an approach particularly favored by millennial and Gen Z consumers in urban areas (Donovan & Hurdawaty, 2022; Hurdawaty et al., 2023; Sofyan & Hartono, 2022).

Alongside this rapid industry growth, there is a growing demand for environmentally responsible business practices. Generation Z, as a dominant consumer segment, is increasingly favoring products and brands that adopt sustainability principles. Consequently, implementing green innovation strategies such as utilizing eco-friendly materials, providing incentives for *tumbler* users, and ensuring supply chain transparency has become essential in shaping green purchase intentions. Local coffee brands like *Kopi Janji Jiwa*, *Kopi Kenangan*, and *Fore Coffee* have started integrating these green initiatives into their business strategies, competing not only in taste and pricing but also in their commitment to environmental sustainability.

This competitive development is reflected in the GoodStats survey, which shows *Kopi Kenangan* preferred by 40% of respondents, followed by *Janji Jiwa* at 23%. Despite this, *Janji Jiwa* has achieved the most significant expansion since its inception in 2018, operating 1,100 outlets across over 100 cities by 2022 making it the largest coffee shop chain in the country. In comparison, *Kopi Kenangan* had around 932 outlets, while Starbucks operated 443 outlets in the same year. *Janji Jiwa*'s widespread distribution highlights its effectiveness in reaching Gen Z consumers across regions and strengthening its brand presence in the domestic market.

However, having the highest number of outlets does not necessarily translate into superior sales performance. *Janji Jiwa*'s average sales per outlet stand at only USD 68.8 million, which is significantly lower than Starbucks (USD 157.7 million) and *Kopi Kenangan* (USD 91.6 million), as reported in Table 1.4. This suggests that despite its extensive network, *Janji Jiwa* faces stiff

competition and must enhance the effectiveness of each outlet in attracting and retaining customers. Studies such as Kumar (2024) emphasize that retaining existing customers is more cost-effective than acquiring new ones. Thus, it becomes crucial to understand the drivers of green purchase intention among existing customers to sustain long-term sales.

Previous studies have demonstrated that green innovation and digital experience play crucial roles in influencing green purchase intention (GPI). Zameer & Yasmeen (2022) found that environmental awareness directly impacts GPI, with green product knowledge acting as a mediating variable. Similarly, Hermanto et al. (2024) reported that green attitudes enhance the effectiveness of green marketing strategies, particularly in the fast-food sector. Lin et al. (2024) also discovered that the aesthetic and functional design of *tumblers* positively affects consumer attitudes and, in turn, GPI. Musyaffa et al. (2024) added that green marketing components such as eco-branding and eco-advertising significantly influence Gen Z's GPI in coffee shop contexts.

In response to these findings, this study aims to explore the key factors influencing the green purchase intentions of *Janji Jiwa*'s Gen Z consumers, particularly those who use *tumblers*. A quantitative survey-based approach is employed, targeting 35 respondents who purchased from *Janji Jiwa* within the last six months. The survey measures variables including green innovation, digital experience, and environmental awareness, along with other supporting factors. Pre-survey results show that green innovation (91.4%), digital experience (97.1%), and environmental awareness (94.3%) are dominant factors influencing GPI. This research is expected to provide both theoretical contributions to the consumer behavior literature and practical insights for sustainable marketing strategies in the Indonesian coffee shop industry.

The rapid growth of coffee consumption and digital technology adoption among Generation Z in Indonesia presents a dynamic landscape for consumer behavior studies, yet there remains a significant gap in understanding how green innovation and digital experiences collectively influence green purchase intentions. While prior research has explored the individual impacts of green marketing and digital engagement on consumer behavior, few studies have integrated these factors within the context of environmental awareness as a mediating variable, particularly for Gen Z in emerging markets like Indonesia. This study addresses this gap by examining the synergistic effects of green innovation and digital experience strategies on green purchase intention, offering a more holistic view of how sustainability-driven behaviors can be cultivated in a digitally connected consumer base. The novelty of this research lies in its focus on *Janji Jiwa* Coffee Shop as a case study, providing localized insights into how a popular Indonesian brand can leverage green and digital strategies to align with the values of Gen Z—a demographic increasingly prioritizing sustainability and digital convenience.

The research also introduces methodological novelty by employing Structural Equation Modeling – Partial Least Squares (SEM-PLS) to analyze survey data from 250 Gen Z respondents, ensuring robust statistical validation of the proposed relationships. This approach not only enhances the reliability of the findings but also allows for the exploration of mediation effects—a dimension often overlooked in similar studies. By bridging the theoretical gap between green innovation, digital experience, and environmental awareness, this study contributes to the broader

literature on sustainable consumer behavior while offering practical strategies for businesses aiming to engage eco-conscious young consumers. The findings are particularly relevant for Indonesia's F&B industry, where the intersection of digital transformation and sustainability is becoming a critical competitive advantage.

The primary objective of this study is to determine how green innovation and digital experience strategies can enhance green purchase intention among Gen Z consumers, with environmental awareness serving as a key mediator. By achieving this objective, the research provides actionable insights for businesses to design more effective sustainability campaigns and digital platforms that resonate with young consumers. The benefits extend beyond academic contributions, as the results can guide coffee shop chains like *Janji Jiwa* in refining their marketing strategies to foster loyalty and drive sustainable consumption. Ultimately, this study underscores the importance of integrating environmental values into both product innovation and digital engagement, offering a roadmap for businesses to thrive in an era where sustainability and digital connectivity are paramount.

METHOD

This study employs a quantitative approach with a causal research design, aiming to examine the cause-and-effect relationship between Green Innovation (X1) and Digital Experience (X2) as independent variables, and Green Purchase Intention (Y) as the dependent variable, with Environmental Awareness (Z) acting as a mediating variable. According to Hair et al. (2020), causal research falls under conclusive research, which is structured and hypothesis-driven, enabling researchers to measure relationships between constructs. The approach is rooted in the positivist paradigm, emphasizing the use of numerical data and statistical analysis to derive objective, generalizable findings.

Data were collected through a structured questionnaire developed using validated indicators from previous studies. The analysis was conducted using Partial Least Squares Structural Equation Modeling (SEM-PLS) with SmartPLS 4.0 software. SEM-PLS was selected for its ability to simultaneously assess measurement models (outer models) and structural models (inner models) without requiring multivariate normality. It is particularly suitable for exploratory and predictive research with moderate sample sizes (Hair et al., 2020), making it ideal for this study's purpose of testing the predictive impact of green innovation and digital experiences on sustainable purchasing behavior.

Substantively, this study explores how green innovation and digital experience influence Gen Z consumers' intentions to purchase eco-friendly products, particularly those who patronize *Kedai Kopi Janji Jiwa* and bring personal *tumblers*. Environmental awareness is analyzed as a mediating variable bridging these influences. The study is expected to contribute theoretically by reinforcing models of sustainability-oriented consumer behavior, and practically by guiding businesses in developing effective digital-based green marketing strategies tailored to Gen Z consumers in the Indonesian coffee industry.

The variables used include Green Innovation (X1), defined as the firm's efforts to develop sustainable products or policies, with indicators such as waste recycling and the use of green technology (Zameer & Yasmeen, 2022). Digital Experience (X2) is conceptualized as consumer perceptions of online interaction quality, measured through indicators like ease of access and user-friendly application features (Tran et al., 2025). Environmental Awareness (Z) reflects consumer concern for sustainability, including knowledge of pollution and ecological responsibility (Wu & Chiang, 2023). Green Purchase Intention (Y) captures the intent to buy environmentally friendly products, as influenced by values, brand trust, and sustainability perceptions (Ahmad & Zhang, 2020).

The research was conducted in June–July 2025 across urban areas in Indonesia, specifically *Jabodetabek* (*Jakarta*, *Bogor*, *Depok*, *Tangerang*, and *Bekasi*). This region was chosen due to its high concentration of Gen Z residents—27.94% of the national population (BPS, 2021)—and strong digital infrastructure. The selected areas offer optimal exposure to *Janji Jiwa* outlets and campaigns, ensuring that respondents have direct consumption experience, which is crucial for evaluating their green purchase behaviors in a real-world context.

Respondents were selected through purposive sampling, targeting individuals aged 13–28 years (Gen Z) who reside in *Jabodetabek*, have purchased from *Janji Jiwa* in the past six months, and have experience using *tumblers* or participating in the brand's sustainability campaigns. The sample size was calculated using G*Power with an effect size of 0.15, power of 0.80, and $\alpha = 0.05$, yielding a minimum sample of 68. However, to ensure robustness, the study targeted 250 respondents. A total of 260 valid responses were collected, fulfilling all inclusion criteria and reflecting diverse geographic and demographic profiles within the urban Gen Z population.

The survey method was used as the primary data collection technique, with closed-ended questionnaires distributed online via Instagram, WhatsApp groups, and Gen Z digital communities. Before full-scale distribution, a pilot test was conducted to ensure clarity and relevance of the items. Respondents were informed of the study's purpose and confidentiality policy. The final questionnaire was designed to measure perceptions of Green Innovation, Digital Experience, Environmental Awareness, and Green Purchase Intention using a 5-point Likert scale, ranging from "strongly disagree" (1) to "strongly agree" (5).

Instrument testing was carried out using SmartPLS 4, focusing on validity and reliability. All indicators achieved outer loading values > 0.70 and AVE values > 0.50, indicating strong convergent validity. Cronbach's Alpha and Composite Reliability values exceeded 0.70, confirming internal consistency. These constructs were adapted from previous studies including Nguyen et al. (2022), Tran et al. (2025), Pancic et al. (2023), and Zameer & Yasmeen (2022). With these measures in place, the study reliably evaluates the influence of green innovation and digital experience—both directly and through environmental awareness—on the green purchase intention of Gen Z consumers in Indonesia's sustainable F&B sector.

RESULT AND DISCUSSION

Environmental concerns related to single-use plastic waste continue to draw attention, especially in urban areas such as Jakarta, Bogor, Depok, Tangerang, and Bekasi. In response, several local government regulations—such as DKI Jakarta Governor's Regulation No. 55 of 2021 and Bekasi City Regulation No. 2 of 2021—have been enacted to restrict the use of single-use plastics, including plastic bags, Styrofoam, and plastic straws. Plastic straws, frequently used in the food and beverage (F&B) sector, exemplify small-scale waste with disproportionately large environmental consequences. These developments have triggered growing environmental awareness, particularly among Generation Z, who are not only digital natives but also highly responsive to ecological issues. One manifestation of this awareness is the habitual use of personal tumblers, especially when visiting coffee shops, to reduce the environmental impact of single-use beverage packaging. This study examined the behavior of Gen Z consumers who use tumblers at Janji Jiwa coffee shops, based on survey data from 250 respondents. All respondents were Gen Z (ages 13–28), with the largest segment aged 20–23 (47.6%), and all had previously purchased Janji Jiwa products, used the Jiwa+ application, and brought their own tumblers. The frequency of their purchases—mostly between 3 to 6 times per month—suggests that tumbler usage is a regular habit, reinforcing the shift toward sustainable and environmentally conscious consumption practices. The findings of SEM-PLS analysis indicate that Green Innovation, Digital Experience, and Environmental Awareness significantly influence Green Purchase Intention (GPI), with Digital Experience showing the strongest direct effect ($\beta = 0.373$, $p < 0.000$). Environmental Awareness was also shown to mediate the relationship between Green Innovation and GPI, underscoring that awareness of environmental issues promotes consistent tumbler use as a form of green behavior.

The use of tumblers among Gen Z consumers thus extends beyond mere functionality and becomes a symbol of environmentally conscious identity and lifestyle. This highlights the potential for sustainable marketing strategies to harness green innovation and digital experiences that encourage responsible habits such as bringing personal tumblers. In collecting the data, the study initially received more than 255 responses through a structured questionnaire distributed online. A thorough data cleaning process was conducted using Excel and SPSS, filtering based on criteria such as complete responses, sufficient standard deviation (> 0.6), and eligibility conditions—respondents aged 13–28, Janji Jiwa customers, Jiwa+ users, and active tumbler carriers. As a result, 250 valid responses were retained for SEM-PLS analysis, meeting Hair et al.'s (2020) requirement of a minimum sample size that is at least 10 times the number of model indicators. Descriptive statistics revealed that 56.4% of respondents were female, with the highest age group being 20–23 years (47.6%). Geographically, most respondents resided in Bekasi (39.2%), followed by Depok, Tangerang, and Jakarta, reflecting the study's urban focus. Most respondents also fell within the middle-income group (IDR 500,000–IDR 4,500,000 monthly expenditure), demonstrating sufficient purchasing power to regularly consume eco-friendly F&B products. Additionally, a significant portion of respondents (36%) purchased Janji Jiwa products 5–6 times monthly, showing high engagement and aligning with their sustained interest in green consumption practices. These demographic and behavioral insights validate the relevance of exploring Green

Purchase Intention among Gen Z in urban areas, as they increasingly embody the intersection of digital connectivity, sustainable awareness, and eco-conscious consumer behavior.

All indicators in the Green Innovation, Digital Experience, Environmental Awareness, and Green Purchase Intention constructs have an outer loading value of > 0.70. The AVE value of each construct is also above 0.50, which indicates that the model has met the convergent validity.

Discriminant Validity

HTMT

The validity of the discriminant in this model was tested using the Heterotrait-Monotrait Ratio (HTMT) method. This measurement model is to find out how different each model construct is from the others in terms of actual empirical evidence.

Table 1. Heterotrait-Monotrait Ratio (HTMT)

	Digital Experience	Environmental Awareness	Green Innovation	Green Purchase Intention
Digital Experience				
Environmental Awareness	0.831			
Green Innovation	0.731	0.751		
Green Purchase Intention	0.818	0.784	0.754	

Source: SEM-PLS4, 2025

According to Hair et al. (2020), a Heterotrait-Monotrait Ratio (HTMT) value that is below 0.90 indicates that the validity of the discriminant has been met. HTMT is a more sensitive and accurate approach in detecting the problem of discrimination between constructs, compared to previous methods such as Fornell-Larcker or cross loading.

In this study, all HTMT values between constructs showed a number below 0.90, which indicates that each construct has a clear empirical difference and there is no overlap between the latent variables measured. Thus, it can be concluded that the validity of the discriminant in the model has been adequately met, in accordance with the criteria set by Hair et al. (2020).

Fornell Larcker

Table 2. Fornell Larcker

	Digital Experience	Environmental Awareness	Green Innovation	Green Purchase Intention
Digital Experience	**0.833**			
Environmental Awareness	0.712	**0.839**		
Green Innovation	0.609	0.630	**0.799**	

Green Purchase Intention	0.716	0.692	0.646	**0.813**

Source: SEM-PLS4, 2025

Based on the Table above, a value greater than the correlation between two constructs in the model can be found for any construct on the diagonal (the value of the square root of AVE). As for these figures:

- Green Innovation (X1): 0.799
- Digital Experience (X2): 0.833
- Environmental Awareness (Z): 0.839
- Green Purchase Intention (Y): 0.813

All of these diagonal values are greater than the correlations between other constructs, which shows that each construct is able to distinguish itself from other constructs in the model empirically. Therefore, this research model can be said to have good discriminant validity and meets the criteria of the Fornell-Larcker test, making it suitable for further analysis in SEM-PLS.

Cross Loading

Table 3. Cross Loading

	Digital Experience	Environmental Awareness	Green Innovation	Green Purchase Intention
X1.1	0.520	0.566	**0.831**	0.549
X1.2	0.447	0.469	**0.763**	0.483
X1.3	0.483	0.521	**0.825**	0.532
X1.4	0.494	0.448	**0.775**	0.497
X2.1	**0.808**	0.560	0.468	0.590
X2.2	**0.849**	0.622	0.516	0.634
X2.3	**0.822**	0.569	0.525	0.558
X2.4	**0.852**	0.620	0.519	0.603
Y1	0.567	0.579	0.526	**0.825**
Y2	0.577	0.544	0.486	**0.812**
Y3	0.589	0.577	0.477	**0.825**
Y4	0.561	0.456	0.495	**0.768**
Y5	0.593	0.583	0.579	**0.832**
Y6	0.607	0.623	0.579	**0.815**
Z1	0.615	**0.868**	0.563	0.607
Z2	0.567	**0.849**	0.515	0.605
Z3	0.629	**0.819**	0.498	0.553
Z4	0.580	**0.819**	0.537	0.556

Source: SEM-PLS4, 2025

The results of cross loading show discriminant validity. This criterion states that the loading value of the indicator in the construct itself must exceed the cross loading value in the other construct. Each variable indicator value in this study shows the highest loading value in the original construct, as seen in the Table above. This indicates that the validity of the discrimination has been achieved. For example, in the Green Innovation construct (X1), the load factor values of the indicator are: (X1.1 is 0.831, X1.2 is 0.763, X1.3 is 0.825, X1.4 is 0.775) which are all higher than the correlation with other constructs, showing that the indicator is able to accurately reflect the Green Innovation construct. Each indicator has a maximum loading value on the construct it measures compared to other constructs, so it can be concluded that all constructs in this model have met the requirements for discriminant validity.

Reliability Test

Table 4. Reliability Test

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)
Digital Experience	0.853	0.855	0.901
Environmental Awareness	0.860	0.861	0.905
Green Innovation	0.811	0.816	0.876
Green Purchase Intention	0.897	0.899	0.921

Source: SEM-PLS4, 2025

The results of the Composite Reliability and Cronbach Alpha tests were positive, as shown in Table 4. This indicates that the data is valid and trustworthy, as all latent variables have values greater than 0.70. Therefore, the reliability of this study is high.

Evaluation of Structural Model (Inner Loading)

R- Square

Table 5. R- Square

	R-square	R-square adjusted
Environmental Awareness	0.569	0.565
Green Purchase Intention	0.614	0.610

Source: SEM-PLS4, 2025

An indicator of the extent to which external (or independent) factors can explain the variation in internal (or dependent) factors is the R-Square value (R^2). The R^2 number between 0 and 1 indicates the extent to which external factors can explain endogenous variables; A value close to 1 indicates a stronger relationship.

The R-Square value (R^2) indicates that the exogenous variable of the model can explain 61.4% of the variation of the Green Purchase Intention variable, according to the results of data

processing, and for the R-Square (R^2) value, the other exogenous variable of the model can explain the 56.9% variation of the Environmental Awareness variable. The Adjusted R-Square values resulting from the two endogenous variables of 0.565 and 0.610 indicate that the predictive values are high and steady after accounting for the number of predictors in the model. The value of R^2 is rated strong.

Table 6. The value of R^2

	F-Square
Digital Experience -> Environmental Awareness	0.399
Digital Experience -> Green Purchase Intention	0.162
Environmental Awareness -> Green Purchase Intention	0.081
Green Innovation -> Environmental Awareness	0.142
Green Innovation -> Green Purchase Intention	0.089

Source: SEM-PLS4, 2025

Based on the results of the F-Square analysis, it was found that the Digital Experience construct had a strong influence on Environmental Awareness (0.399), which means that the effect could make a significant contribution to the model. The Green Innovation construct showed a small effect on Green Purchase Intention (0.081), which means the effect did not make a significant contribution in the model. And for the Green Innovation construct, it shows a small influence on Green Purchase Intention (0.089). which means that the effect does not make a significant contribution to the model.

These results show that although X1, X2, Z do not contribute significantly to Z and Y, this construct becomes an important element in the research model.

Q- Square Predictive Relevance

Table 7. Q Predict

	Q^2predict
Environmental Awareness	0.561
Green Purchase Intention	0.575

Source: SEM-PLS4, 2025

The results of the calculation above show that the value of Q Square in Green Purchase Intention is 0.575 and Q Square in Environmental Awareness is 0.561, which is > 0 (Zero) which shows that this research model has predictive relevance because > 0.

Multicollinearity Test (VIF)

Table 8. Multicollinearity Test (VIF)

	VIVID
Digital Experience -> Environmental Awareness	1.588

Digital Experience -> Green Purchase Intention	2.222
Environmental Awareness -> Green Purchase Intention	2.319
Green Innovation -> Environmental Awareness	1.588
Green Innovation -> Green Purchase Intention	1.814

Source: SEM-PLS4, 2025

Results of variable X multicollinearity test 1, X2, Y and Z produce VIF values of 1,588, 2,222, 2,319, 1,588 and 1,814. The results of the VIF value of the overall variable showed a value of > 0.10 and < 5, so it can be concluded that in the regression model there is no multicollinearity between independent variables.

Table 9. Model Fit (SRMR)

	Saturated model	Estimated model
SRMR	0.061	0.061

Source: SEM-PLS4, 2025

Based on the results of the "Fit Model analysis," an SRMR (Standardized Root Mean Square Residual) value of 0.061 was obtained in both the Saturated Model and the Estimated Model. This value is above the threshold of 0.08, which indicates that the model has an accepted fit between the estimated model and the observed data."

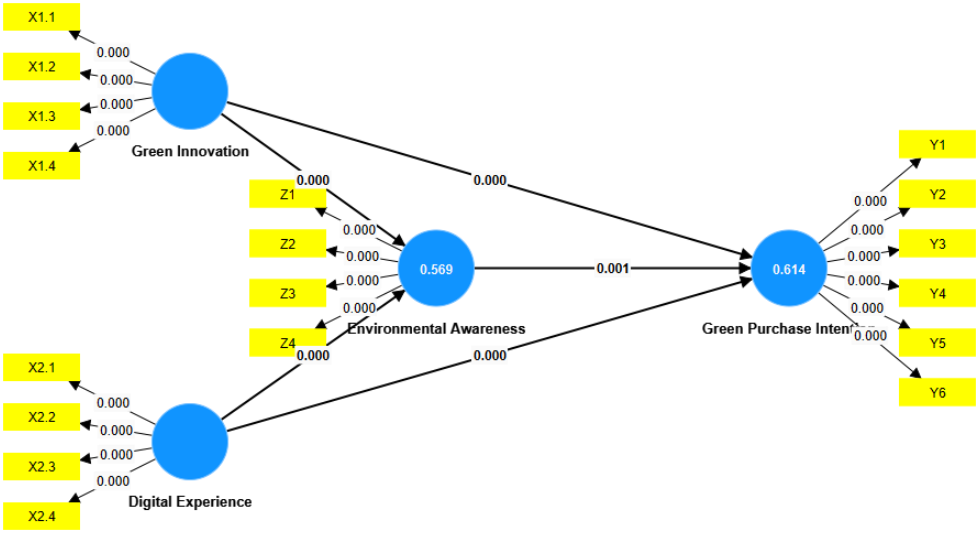
Table 10. PLS Predict Test Results

Variable endogenous	Indicator	Q^2predict	PLS-SEM_RMSE	PLS-SEM_MAE	LM_RMSE	LM_MAE	Comparison Results	Interpretasi
Environmental Awareness	Z1	424	628	490	600	458	RMSE PLS > LM, MAE PLS > LM	The model has low predictive ability
	Z2	357	691	557	691	561	RMSE sama, MAE PLS < LM	The model has moderate predictive capabilities
	Z3	403	654	537	646	514	RMSE PLS > LM, MAE PLS > LM	The model has low predictive ability
	Z4	381	666	543	674	545	RMSE PLS < LM, MAE PLS < LM	The model has good predictive capabilities
Green Purchase Intention	Y1	365	678	555	682	557	RMSE PLS < LM, MAE PLS < LM	The model has good predictive capabilities
	Y2	351	668	545	671	551	RMSE PLS < LM, MAE PLS < LM	The model has good predictive capabilities
	Y3	355	690	569	695	570	RMSE PLS < LM, MAE PLS < LM	The model has good predictive capabilities
	Y4	344	646	530	648	522	RMSE PLS < LM, MAE PLS > LM	The model has moderate

							predictive capabilities
Y5	415	665	545	654	534	RMSE PLS > LM, MAE PLS > LM	The model has low predictive ability
Y6	426	650	534	650	522	RMSE sama, MAE PLS > LM	The model has moderate predictive capabilities

Source: SEM-PLS4, 2025

Based on Table 10, the results of the PLS Predict test show the variation in predictive strength between indicators in the variables Environmental Awareness (Z) and Green Purchase Intention (Y). In the Environmental Awareness construct, the indicator (Z4) shows good predictive results because the RMSE and MAE PLS values are lower than the Linear Regression (LM) model. However, indicators (Z1) and (Z3) show low predictive results because the RMSE and MAE PLS values are higher than LM. The indicator (Z2) tends to be moderate, with RMSE results being equivalent but MAE lower than LM. These findings indicate that the predictive power of the Environmental Awareness dimension is still uneven, so it is necessary to strengthen certain indicators, especially those related to practical and emotional awareness of consumers.



Source: SEM-PLS4, 2025

Figure 1. Hypothetical Output

Table 11. Path Coefficients

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Digital Experience -> Environmental Awareness	0.523	0.519	0.068	7.641	0.000
Digital Experience -> Green Purchase Intention	0.373	0.369	0.074	5.044	0.000

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Environmental Awareness -> Green Purchase Intention	0.269	0.268	0.078	3.434	0.001
Green Innovation -> Environmental Awareness	0.312	0.314	0.061	5.099	0.000
Green Innovation -> Green Purchase Intention	0.249	0.253	0.065	3.824	0.000
Digital Experience -> Environmental Awareness -> Green Purchase Intention	0.141	0.140	0.049	2.872	0.004
Green Innovation -> Environmental Awareness -> Green Purchase Intention	0.084	0.083	0.027	3.055	0.002

Source: SEM-PLS4, 2025

H1: The Influence of Green Innovation on Green Purchase Intention

Based on the results of the first hypothesis test (H1), it was found that the influence of Green Innovation on Green Purchase Intention showed a positive and significant direction, with a p_{value} of 0.000 and $a_{statistical}$ t of 3,824. Since the value of P < 0.05 and t > 1.96, H1 is accepted.

H2: The Influence of Green Innovation on Environmental Awareness

Based on the results of the hypothesis test (H2), it was found that the influence of Green Innovation on Environmental Awareness showed a positive and significant direction, with a p_{value} of 0.000 and $a_{statistical}$ t of 5,099. Since the value of P < 0.05 and t > 1.96, H2 is accepted.

H3: The Influence of Digital Experience on Green Purchase Intention

Based on the results of the hypothesis test (H3), it was found that the influence of Digital Experience on Green Purchase Intention showed a positive and significant direction, with a p_{value} of 0.000 and $a_{statistical}$ t of 5,044. Since the value of P < 0.05 and t > 1.96, H3 is accepted.

H4: The Influence of Digital Experience on Environmental Awareness

Based on the results of the hypothesis test (H4), it was found that the influence of Digital Experience on Environmental Awareness showed a positive and significant direction, with a p_{value} of 0.000 and $a_{statistical}$ t of 7,641. Since the value of P < 0.05 and t > 1.96, H4 is accepted.

H5: The Influence of Environmental Awareness on Green Purchase Intention

Based on the results of the hypothesis test (H5), it was found that the influence of Environmental Awareness on Green Purchase Intention showed a positive and significant direction, with a p_{value} of 0.001 and $a_{statistical}$ t of 3.434. Since the value of P < 0.05 and t > 1.96, H5 is accepted.

H6: The Influence of Green Innovation on Green Purchase Intention Mediated by Environmental Awareness

Based on the results of the hypothesis test (H6), it was found that the influence of Green Innovation on Green Purchase Intention mediated by Environmental Awareness showed a positive and significant direction, with a p_{value} of 0.002 and $a_{statistical}$ t of 3.055. Since the value of $P < 0.05$ and $t > 1.96$, H6 is accepted.

H7: The Influence of Digital Experience on Green Purchase Intention Mediated by Environmental Awareness

Based on the results of the hypothesis test (H7), it was found that the influence of Digital Experience on Green Purchase Intention mediated by Environmental Awareness showed a positive and significant direction, with a p_{value} of 0.004 and $a_{statistical}$ t of 2,872. Since the value of $P < 0.05$ and $t > 1.96$, H7 is accepted.

CONCLUSION

This study aimed to examine the influence of Green Innovation and Digital Experience on Green Purchase Intention (GPI), with Environmental Awareness serving as a mediating variable, specifically among Generation Z consumers who use personal *tumblers* at *Kedai Kopi Janji Jiwa*. The findings from the SEM-PLS analysis reveal that both Green Innovation and Digital Experience have a positive and significant impact on Environmental Awareness. Gen Z respondents demonstrated heightened environmental consciousness in response to eco-friendly initiatives such as *tumbler* incentives, waste reduction efforts, and sustainability messaging. Similarly, the Digital Experience—through applications, social media engagement, and gamified features—enhanced consumer awareness by delivering sustainability content in interactive and emotionally resonant formats. These results underscore the importance of embedding sustainability into both physical innovations and digital touchpoints to foster deeper ecological engagement.

Furthermore, the results indicate that Environmental Awareness positively and significantly affects Green Purchase Intention. Gen Z consumers who recognize the environmental impact of single-use plastics are more likely to make eco-conscious purchasing decisions, including bringing *tumblers* to coffee shops. In addition to this direct relationship, Green Innovation and Digital Experience also significantly influence Green Purchase Intention independently. Respondents expressed strong support for brands that actively adopt sustainable practices, indicating that tangible efforts such as replacing plastic packaging or promoting *tumbler* use can translate into increased loyalty and green purchasing behavior. Likewise, a well-designed digital experience not only facilitates transactions but also reinforces pro-environmental values that drive intentional, responsible consumption.

Finally, Environmental Awareness was found to play a significant mediating role in the relationships between both Green Innovation and Digital Experience and Green Purchase Intention. This highlights the psychological pathway through which innovation and digital engagement influence behavior by first fostering a deeper understanding of, and concern for, environmental issues. Without raising awareness, green practices may be perceived as superficial

or optional rather than essential. Therefore, sustainability strategies must go beyond functionality or aesthetics and focus on educational and emotional resonance.

In conclusion, companies targeting Gen Z consumers such as *Janji Jiwa* should consistently integrate environmental values into their innovation and digital strategies while prioritizing awareness-building efforts. Doing so not only enhances the effectiveness of green initiatives but also contributes to cultivating a loyal, sustainability-driven customer base.

The analysis shows that strengthening green innovation at Janji Jiwa should focus on the use of eco-friendly materials and the BYOU (Bring Your Own tUmbler) incentive program, supported by interactive digital strategies through the JIWA+ app and social media. Integrating environmental awareness campaigns into the customer journey is essential, ranging from visual education at outlets to employee involvement in communicating the benefits of using tumblers. Consistency in Gen Z consumers' Green Purchase Intention can be reinforced through the establishment of a digital "BYOU Ambassador" community and referral programs. On the government side, regulatory support, fiscal incentives, and collaborative environmental and digital campaigns are needed to expand the positive impact. Meanwhile, future research is recommended to broaden respondent demographics, include other mediating or moderating variables such as Eco-Label Trust, and employ qualitative or mixed-method approaches to gain deeper insights into green consumption behavior.

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