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THE INFLUENCE OF GREEN MARKETING AND GREEN TRUST ON BRAND LOYALTY AT FORE COFFEE WITH PERCEIVED VALUE AS A MODERATING VARIABLE FROM AN ISLAMIC BUSINESS PERSPECTIVE (A CASE STUDY OF FORE COFFEE CONSUMERS IN BANDAR LAMPUNG)

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ABSTRACT

This study was motivated by growing consumer concern over environmental issues, which has prompted companies to implement sustainable business strategies to enhance brand loyalty. The study aims to analyze the influence of eco-friendly marketing and trust in eco-friendliness on brand loyalty with perceived value serving as a moderator variable among Fore Coffee consumers in Bandar Lampung from an Islamic business perspective. A quantitative approach was used, with 100 respondents selected through purposive sampling and analyzed using SmartPLS 4.0. The results show that green marketing and green trust have a positive and significant effect on brand loyalty, while perceived values have a positive but insignificant effect. Perceived value significantly moderates the relationship between green marketing and brand loyalty in a negative direction, but does not significantly moderate the relationship between green trust and brand loyalty. From an Islamic business perspective, the implementation of green marketing and green trust aligns with the principles of environmental stewardship and the improvement of community well-being through sustainable business practices.

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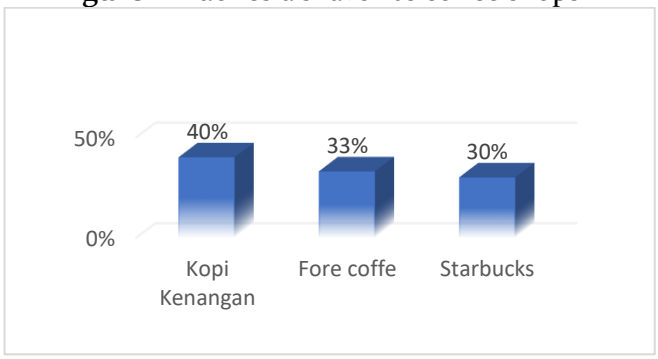
A. INTRODUCTION

In recent years, the coffee shop business has become a popular and highly sought-after venture in Indonesia. This growth has been driven by improvements in the socioeconomic conditions of the population, changes in lifestyle, and the emergence of coffee shops with modern concepts (Soelaiman & Winata, 2022). Consumers buy coffee not only to meet functional needs but also to seek new experiences, build personal identity, and keep up with modern lifestyle trends.

However, rising coffee consumption also poses environmental challenges due to the increase in plastic waste from packaging and single-use products. Therefore, the implementation of sustainable business practices through green marketing and eco-friendly innovations is necessary to mitigate these impacts (Soelaiman & Winata, 2022). Growing consumer concern about environmental issues makes the implementation of green marketing a crucial strategy for companies (Singh & Agarwal, 2022). Green marketing is a marketing strategy that focuses on environmentally conscious products and business activities. Implementing this strategy can help companies project a positive image, increase their appeal to environmentally conscious consumers, and create a sustainable competitive advantage.

In the coffee industry, one of the companies actively implementing green marketing strategies is Fore Coffee through its FOREarth program, which is guided by the principle "from the earth, for the earth." The program is implemented through the use of eco-friendly packaging, recycling facilities, and various initiatives that support the reduction of waste and carbon emissions.

Figure 1 Indonesia's favorite coffee shops



Sumber: Goodstats 2025

According to the 2024 Goodstats survey, Fore Coffee ranked second among Indonesia's favorite coffee shops. This achievement is quite encouraging, considering that in 2023 Fore Coffee was still in third place, and in 2022 it didn't even make the top five list of the country's favorite coffee shops it was only in the top seven.

The implementation of green marketing is a key factor in influencing brand loyalty, as this strategy can reinforce a brand's positive image in the eyes of consumers while strengthening their commitment and loyalty to the brand. This, in turn, has the potential to drive repeat purchases and product recommendations (Mendrofa, 2024). Green marketing is a marketing strategy focused on efforts to preserve ecosystems through the development and provision of environmentally friendly products and services.(Resi Dimilna et al., 2023). In addition to green marketing, green trust also plays a key role in building brand loyalty(Arasyi & Kusumawati, 2023). Green trust refers to

the level of consumer confidence in a company's commitment and credibility in implementing environmentally oriented practices(Made Surya Winangun, 2021). This trust arises when consumers receive concrete information about the benefits and contributions of the products offered to environmental sustainability. The higher the level of consumer trust in a brand's commitment to environmental sustainability, the greater the likelihood of consumer loyalty to that brand(Fahik et al., 2023).

However, the influence of green marketing and green trust on brand loyalty is not always consistent. This relationship can be influenced by perceived valuethat is, consumers views on the value they derive from a product's benefits when compared to the sacrifices or costs they must incur(Zarkasyi et al., 2023). The higher the perceived value, the greater the role of green marketing and green trust in driving increased brand loyalty. Conversely, if consumers have a low perception of value regarding a product or brand, the influence of green marketing and green trust on brand loyalty tends to decrease.

The concepts of green marketing, green trust, and perceived value are closely linked to Islamic marketing ethics because they all emphasize the importance of social responsibility and environmental sensitivity in all marketing activities, as well as benefits for both people and the environment. From an Islamic perspective, marketing activities are not solely profit-oriented but must also take into account moral values, environmental sustainability, and the public good. Therefore, the application of green marketing can be interpreted as the implementation of Islamic marketing ethics in realizing sustainable business practices(Fataron, 2022). The concept of green marketing in Islamic economics reflects the principles of justice and balance, whereby Islamic economics must be fair to both people and the environment, rather than merely seeking profit at the expense of nature. The Qur'an emphasizes the importance of protecting the environment, as explained in Surah Ar-Rum, verse 41.

ظَهَرَ الْفَسَادُ فِى الْبَرِّ وَالْبَحْرِ بِمَا كَسَبَتْ اَيْدِى النَّاسِ لِيُذِيْقَهُمْ بَعْضَ الَّذِيْ عَمِلُوْا لَعَلَّهُمْ يَرْجِعُوْنَ (٤)

Meaning: "Corruption has appeared on land and at sea as a result of human actions. Allah intends for them to taste some of the consequences of their deeds, so that they may return (to the right path). (The Qur'an 3:41)."

Allah the Almighty explains that various forms of destruction on Earth occur as a result of human actions driven by base desires, which cause damage both on land and at sea. Allah teaches that humans must accept the consequences of their actions as a lesson, so that they may return to the straight path in accordance with their natural disposition and His guidance. In Islam, maintaining environmental balance and sustainability is an obligation, for Allah loves those who do good and dislikes destruction. Therefore, Muslims are commanded to protect nature and all it contains and to avoid consumption that harms the environment. Caring for the environment including choosing eco-friendly products is a form of responsibility that aligns with Islamic teachings because it contributes to environmental sustainability.

In this study, the Islamic business perspective is used as a normative framework that provides an ethical foundation for consumer behavior. This perspective emphasizes

that consumption is not solely focused on financial achievement but also considers well-being and environmental sustainability. This aligns with the principles of maqashid al-shari'ah specifically hifz al-bi'ah, hifz al-nafs, and hifz al-mal which provide an ethical foundation to support sustainable development (Sanawati, 2025).

This indicates that green marketing and brand loyalty are key factors in building brand loyalty among consumers. Both factors serve to strengthen brand loyalty; however, previous research has yielded inconsistent or even contradictory results.

Research Gap

1. Inconsistencies exist; some studies have shown that green marketing and green trust have a significant effect on loyalty (Mendrofa, 2024) (Latuconsina et al., 2024) while other studies have found the opposite effect (Harjadi et al., 2025).
2. The moderating role of perceived value remains unclear, as there is still limited research explaining how perceived value moderates the relationship between green marketing, green trust, and brand loyalty. In addition, there are still relatively few studies that specifically examine this relationship among Fore Coffee consumers from an Islamic business perspective.
3. There is still very little research on green marketing, green trust, and brand loyalty from an Islamic business perspective. Most previous studies have focused primarily on conventional marketing approaches; therefore, this study aims to broaden our understanding of the relationships among these variables from an Islamic business perspective.
4. Most research is conducted in major cities such as Jakarta. Meanwhile, consumer characteristics in Bandar Lampung show different behavior compared to other regions

Based on various research gaps that have been identified, this study aims to examine the effects of green marketing and green trust on brand loyalty, using perceived value as a moderating variable, among Fore Coffee consumers. This study is expected to provide deeper insights into the factors that influence consumer loyalty and to enrich the body of research on green marketing and consumer behavior.

The novelty of this study lies in its examination of the influence of green marketing and green trust on brand loyalty, with perceived value serving as a moderating variable, analyzed from an Islamic business perspective. In addition to testing the relationships among the variables, this study also links green marketing practices to Islamic business ethics and the responsibility to protect the environment, thereby contributing to the development of research in Islamic economics and business.

This research is important because of consumers' growing concern about environmental issues and sustainable business practices; therefore, it is relevant to examine the role of Perceived Value in strengthening the influence of Green Marketing and Green Trust on Brand Loyalty.

B. METHOD

Types of Research Designs

This study employs a quantitative research approach. Quantitative research is a scientific research technique that utilizes a dataset consisting of numbers presented in tables, graphs, or other numerical forms, which are then analyzed using statistical methods to test pre-established hypotheses(Sihotang, 2023). This study employs a survey method by collecting primary data through the distribution of questionnaires to respondents. The questionnaires were distributed via Google Forms as the data collection medium. This approach was chosen because it allows for the systematic collection of data from a relatively large number of respondents, thereby providing an overview of consumer perceptions and preferences regarding the subject under study. The selection of the variables Green Marketing, Green Trust, Brand Loyalty, and Perceived Value is based on their relevance to the principles of Islamic Business. Green Marketing and Green Trust reflect a company's responsibility and trustworthiness in conducting sustainable business activities, while Brand Loyalty and Perceived Value indicate consumer responses to the implementation of these values. Therefore, these variables are relevant for analysis from an Islamic Business perspective.

Population And Sample

The study population for this research consists of Fore Coffee consumers residing in Bandar Lampung. The research sample was determined using purposive sampling (a non-probability sampling method), selecting respondents based on predetermined criteria, such as having previously purchased or currently purchasing Fore Coffee products, residing in Bandar Lampung, being between the ages of 17 and 45, and having applied for or being a member of Fore Coffee. Since the exact size of the population is unknown, the sample size was determined using the Lemeshow formula, which is used to calculate the sample size for an unidentified population, taking into account the specified confidence level and margin of error(Hatta Setiabudhi, 2024).

$$n = \frac{z^2 . p(1-p)}{d^2}$$

n = minimum required

z = standard confidence value (1.96 for a 95% confidence level)

p = maximum estimate (if the value is unknown, use 0.5)

e = margin of error (10% error rate)

$$n = \frac{1{,}96^2 \,.\, 0{,}5(1-0{,}5)}{0{,}1^2}$$

$$n = \frac{3{,}8416 \,.\, 0{,}5\ (1-0{,}5)}{0{,}1^2}$$

$$n = \frac{0{,}9604}{0{,}1^2}$$

$$n = 96{,}04 = 100$$

The sample size was determined using the Lemeshow formula to be 96 respondents. To optimize the accuracy of the study's results and minimize the amount of unusable data, the number of respondents was set at 100.

Data Analysis Techniques

Data analysis in this study was conducted using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method via the SmartPLS 4 software. This method was chosen because it allows for the simultaneous examination of relationships among latent variables and does not require the data to follow a normal distribution. The analysis process included an assessment of the measurement model (outer model), an assessment of the structural model (inner model), and hypothesis testing, including testing for moderating effects.

C. RESULT AND DISCUSSION

a) Result

1. Convergent Validity Test

Tabel 1 Loading Factor

Indicator	Green Marketing (X1)	Green Trust (X2)	Brand Loyalty (Y)	Perceived Value (z)	Z x X1	Z x X2	Information
X1.1	0,889						Valid
X1.2	0,891						Valid
X1.3	0,847						Valid
X1.4	0,813						Valid
X1.5	0,858						Valid
X1.6	0,872						Valid
X1.7	0,850						Valid
X1.8	0,850						Valid
X2.1		0,884					Valid
X2.2		0,897					Valid
X2.3		0,903					Valid
X2.4		0,871					Valid
X2.5		0,863					Valid
X2.6		0,863					Valid
X2.7		0,875					Valid
X2.8		0,868					Valid
Y1			0,852				Valid
Y2			0,860				Valid
Y3			0,852				Valid
Y4			0,857				Valid
Y5			0,809				Valid
Y6			0,838				Valid
Z1				0,852			Valid
Z2				0,860			Valid
Z3				0,807			Valid

Z4	0,873			Valid
Z5	0,878			Valid
Z6	0,861			Valid
Z x X1			1000	Valid
Z x X2		100 0		Valid

Source: Data Processing (2026)

Based on the data presented in the table, the factor loadings indicate that all indicators for each variable meet the required criteria namely, the standard for convergent validity, with factor loadings exceeding 0.70 and therefore these indicators are deemed valid.

2. Reliabilty Test

Reliability testing in this study was conducted using Composite Reliability and Cronbach's Alpha. A construct is considered reliable when it has a Composite Reliability and Cronbach's Alpha value above 0.60. Meanwhile, convergent validity was evaluated using the Average Variance Extracted (AVE) value a construct is considered valid if the AVE value obtained exceeds 0.50.

Tabel 2 Reliability Test Results

Variabel	Cronbach's alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Average variance extracted (AVE)
Green Marketing (X1)	0,949	0,950	0,957	0,738
Green Trust (X2)	0,958	0,958	0,964	0,771
Brand Loyalty (Y)	0,920	0,920	0,937	0,713
Perceived Value (Z)	0,918	0,923	0,936	0,710

Source: Data Processing (2026)

According to the data in Table 2, all variables in this study met the established criteria for validity and reliability. This is evident from the Composite Reliability and Cronbach's Alpha values, which are above the specified minimum thresholds, thereby confirming the reliability of the constructs. Furthermore, all variables have Average Variance Extracted (AVE) scores above 0.50, indicating that convergent validity has been met.

3. Coefficient of Determination

The coefficient of determination (R^2) is used to assess the extent to which the independent variables can explain the variation in the dependent variable. The R^2 value also reflects the model's predictive ability; the larger the value or the closer it is to 1 the greater the model's ability to explain changes in the dependent

variable(Hatta Setiabudhi, , Suwono, Yudi Agus Setiawan, 2024). The findings of this study are outlined as follows:

Tabel 3 R-square

Item	R-Square	R-Square Adjusted
Brand Loyalty (Y)	0.922	0,918

Source: Data Processing (2026)

An R^2 value of 0.922 indicates that the research model has a very strong explanatory power in explaining brand loyalty. This means that 92.2% of the variation in brand loyalty can be explained by the variables green marketing, green trust, perceived value, and the moderating effect, while the remaining 7.8% is explained by other factors outside the scope of this study. Nevertheless, the high R^2 value must be interpreted with caution because all data were obtained from questionnaires administered to respondents with relatively similar characteristics.

4. Hypothesis Testing

Testing in this study was conducted by examining the original sample values to determine the direction of the effect whether positive or negative. Furthermore, an effect is considered significant if the p-value is less than 0.05(Prasetyo & Sabilah, 2024). The following are the results of the hypothesis testing in this study:

Tabel 4 Hypothesis Test Results (Total Effect)

Hypothesis	Influence	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T statistics (|O/STDEVI|)	P Values
H1	X1->Y	0.413	0.406	0.129	3,208	0,001
H2	X2->Y	0,469	0,454	0,160	2,936	0,003
H3	Z->Y	0,075	0,087	0,103	0,735	0,463
H4	Z x X1 ->Y	-0,190	-0,182	0,090	2,112	0,034
H5	Z x X2 ->Y	0,174	0,162	0,090	1,924	0,054

Source: Data Processing (2026)

Based on the test results in Table 4, the first hypothesis indicates that Green Marketing (X1) has a positive and significant effect on Brand Loyalty (Y). This is evidenced by a p-value of 0.001, which is below the significance level of 0.05. Furthermore, the original sample value of 0.413 indicates a positive correlation between the two variables; this suggests that an increase in the implementation of green marketing will lead to an increase in consumer brand loyalty.

Based on the analysis of the second hypothesis, Green Trust (X2) shows a positive and significant relationship with Brand Loyalty (Y). This is indicated by a p-value of 0.003, which is less than the significance level of 0.05. Furthermore, the original sample value of 0.469 indicates a positive relationship between the two

variables; thus, the more consumers trust a company's environmental commitment, the higher their brand loyalty.

Meanwhile, the test of the third hypothesis examining the effect of Perceived Value (Z) on Brand Loyalty (Y) shows a positive direction of influence, as indicated by an original sample value of 0.075. However, this effect is not statistically significant because the p-value of 0.463 exceeds the significance level of 0.05. Thus, Perceived Value has not been proven to have a direct and significant impact on brand loyalty.

The moderation test results show significant moderation of Perceived Value (Z) in the relationship between Green Marketing (X1) and Brand Loyalty (Y). This indicates a p-value of 0.035, which is below 0.05; however, the original sample value is -0.190, indicating that the moderation effect is negative. Therefore, Perceived Value acts as a moderating variable that weakens the influence of Green Marketing on Brand Loyalty.

The results of the moderation effect test show that the moderation of Perceived Value (Z) on the relationship between Green Trust (X2) and Brand Loyalty (Y) yielded an initial sample value of 0.174 with a p-value of 0.054; thus, the moderating effect is not statistically significant. This also indicates that Perceived Value strengthens the relationship between X1 and Y; however, because the p-value is greater than 0.05, the effect of Perceived Value as a moderator is not statistically significant.

b) Discussion

Tabel 5 Summary of Hypotesis Test Result

Relationships Among Variables	Original Sample	P-values	description
Green Marketing → Brand Loyalty	0,413	0,001	significantly positive
Green Trust → Brand Loyalty	0,469	0,003	significantly positive
Prceived Value → Brand Loyalty	0,075	0,463	positively not significant
Green Marketing X Perceived Value → Brand Loyalty	-0,190	0,035	significant negative
Green Trust X Perceived Value → Brand Loyalty	0,174	0,054	positive not significant

Source: Data Processing (2026)

1. The Impact of Green Marketing on Brand Loyalty

Data analysis shows that the Green Marketing factor has a positive and significant influence on brand loyalty. This is indicated by an original sample value of 0.413 and a P-value of 0.001. The results of this study support the first hypothesis (H1), which states that green marketing has a positive and significant impact on brand loyalty. Thus, the more effectively Fore Coffee

implements green marketing efforts, the more it helps build stronger customer loyalty toward the brand. The findings of this study are consistent with the Theory of Planned Behavior (TPB), which states that a person's actions such as loyalty to a brand are influenced by their beliefs and how they think about specific actions. In this context, consumers' positive perceptions of environmentally friendly marketing practices can foster stronger commitment and loyalty toward the brand(Ajzen, 1991). The implementation of green marketing as a form of sustainable activity can provide a positive experience that encourages customers to remain loyal to the brand. This finding is consistent with research (Mendrofa, 2024) which reveals that sustainable practices such as green marketing have a positive and significant impact on brand loyalty

This study shows that when Fore Coffee improves its green marketing efforts, customers tend to be more loyal to the brand. Through the use of eco-friendly packaging and various sustainability programs, Fore Coffee is able to build a positive perception and increase consumer trust, thereby encouraging repeat purchases and brand loyalty. From an Islamic Business perspective, Green Marketing not only functions as a marketing strategy but also reflects the values of Islamic Marketing Ethics, which emphasize environmental responsibility, honesty, and the public good (Fataron, 2022). This practice also reflects the concept of amanah a company's responsibility to maintain consumer trust through sustainable business practices. Thus, the implementation of Green Marketing not only enhances brand loyalty but also demonstrates the application of Islamic business ethics in preserving the environment.

2. The Impact of Green Trust on Brand Loyalty

Based on the results of the data analysis, the Green Trust variable showed a positive and significant impact on brand loyalty, as indicated by an original sample value of 0.469 and a p-value of 0.003. The research results show that the second hypothesis (H2), which states that Green Trust has a positive and significant influence on brand loyalty, is supported. Thus, the greater consumers' trust in Fore Coffee's environmentally friendly practices, the greater their loyalty to the brand. Based on the Theory of Planned Behavior, a person's actions are based on their beliefs about something or a particular action (Ajzen, 1991). In this context, Green Trust reflects consumers' belief that the company has a genuine commitment to implementing environmentally friendly practices. These findings support the research conducted by(Sofyan & Batu, 2023) which showed that Green Trust has a positive and significant influence on brand loyalty.

This study shows that the higher consumers' trust in Fore Coffee's commitment to environmentally friendly practices, the stronger their loyalty to the brand. This indicates that trust built through environmental responsibility can enhance consumers' confidence in the company's credibility. Through this commitment, Fore Coffee has successfully built consumer trust, thereby encouraging them to continue choosing, using, and supporting the Fore Coffee brand on an ongoing basis. Thus, Green Trust plays a crucial role in building and strengthening customer loyalty toward a

brand. From an Islamic business perspective, the results of this study indicate that Green Trust is not merely about consumer trust but also reflects the application of ethical values in Islamic business. This concept aligns with the principle of ihsan conducting business activities with full responsibility, honesty, and a commitment to benefiting others. (Faisal Affandi, 2022). Through its commitment to environmentally friendly practices, Fore Coffee demonstrates its efforts to benefit not only its customers but also the environment. The trust customers have developed as a result of this commitment reinforces their confidence in the company's credibility, thereby fostering greater customer loyalty to the brand.

3. **The Effect of Perceived Value on Brand Loyalty**

Based on the results of the data analysis, the perceived value variable has a positive but statistically insignificant effect on brand loyalty. This is indicated by the original sample value of 0.075 and a P-value of 0.463. The research results show that the third hypothesis (H3), which states that perceived value has a positive and significant effect on brand loyalty, is not supported. Therefore, higher perceived value among consumers does not always lead to a significant increase in brand loyalty toward Fore Coffee, as the increase is not yet statistically significant.

These empirical results confirm the findings of a study (Nofiasari & Lita, 2023) which found that Perceived Green Value does not significantly strengthen or weaken the relationship between eco-friendly brand innovation and eco-friendly brand loyalty. This suggests that, in the context of this study, the value perceived by consumers tends to be viewed as a standard that companies must meet therefore, it is not yet strong enough to drive brand loyalty. Conversely, brand loyalty is more strongly influenced by Green Marketing and Green Trust, which have demonstrated positive and significant effects on brand loyalty. From an Islamic business perspective, these findings indicate that customer loyalty is built not only through the benefits they experience (Perceived Value) but also through the application of Islamic Marketing Ethics values, such as honesty, trustworthiness, and the public good (Fataron, 2022). Therefore, companies need to build trust and conduct business responsibly so that consumer loyalty can be fostered sustainably.

4. **Perceived Value Moderates the Relationship Between Green Marketing and Green Trust**

Based on the results of the data analysis, the Perceived Value variable, as a moderating variable, showed a significant negative effect on the relationship between Green Marketing and Brand Loyalty, as evidenced by the original sample value of -0.190 and a P-value of 0.035. These results indicate that the fourth hypothesis (H4) is rejected. Based on the Theory of Planned Behavior (Ajzen, 1991), This means that the way people act is based on what they believe will happen as a result of their actions. In the context of this study, when customers perceive Fore Coffee's coffee and service to be truly excellent, they will remain loyal because they derive direct benefits from them such as product quality, price, and service rather than from the

company's green marketing activities. Consequently, an increase in perceived value does not strengthen the influence of green marketing on brand loyalty rather, it tends to weaken that relationship because green marketing is no longer the primary consideration in shaping consumer loyalty.

This finding aligns with a study conducted by (Jalu et al., 2024) which revealed that perceived green value cannot positively moderate the relationship between green marketing and green brand loyalty. The findings of this study indicate that perceived value has not yet been able to enhance the influence of green marketing on brand loyalty because Fore Coffee consumers' loyalty is more influenced by the tangible benefits they receive and their trust in the company's commitment to implementing environmentally friendly practices. Based on the concept of Maqhasid al-Shariah, the implementation of green marketing aims not only to provide economic value to consumers but also to realize maslahah and preserve the environment (hifz al-bi'ah) as a form of human responsibility toward nature (Ode et al., 2025). When consumers are more focused on the direct benefits they receive, the goal of Green Marketing as an effort to protect the environment becomes less of a consideration in shaping loyalty. Therefore, the implementation of Green Marketing must be accompanied by the instillation of sustainability values so that consumers not only experience the benefits of the product but also understand the importance of protecting the environment in accordance with the objectives of Maqhasid al-Shariah.

5. Perceived Value Moderates the Relationship Between Green Trust and Brand Loyalty

Data analysis shows that Perceived Value acts as a moderating factor that tends to strengthen the positive relationship between green marketing and brand loyalty however, this effect is not statistically significant, as indicated by an Original Sample of 0.174 and a P-value of 0.054. Therefore, H5 is rejected. According to the Theory of Planned Behavior, an individuals perception of the value derived from an action is influenced by their beliefs regarding that action (Ajzen, 1991). In this study, although consumers had a high Perceived Value, this value was not sufficient to significantly strengthen the influence of Green Trust on Brand Loyalty. This can be explained by the fact that consumers trust in Fore Coffee's environmental commitment has been established through the consistent implementation of eco-friendly practices consequently, consumer loyalty is based more on their belief in the companys credibility and responsibility than on the perceived value of a product or service. In other words, once Green Trust is firmly established, an increase in Perceived Value does not provide any additional influence in strengthening consumer loyalty.

This is consistent with a study conducted by(Zainol et al., 2025) which found that Perceived Value directly increases Green Trust toward brand loyalty, though the effect is not yet significant. A high level of Perceived Value can indeed strengthen consumers assessment of a brand, but loyalty is still more determined by consumers trust in the companys commitment to implementing environmentally friendly practices.

Therefore, Perceived Value has not yet been able to significantly strengthen the influence of Green Trust on Brand Loyalty. From an Islamic Business perspective, the studys findings indicate that Perceived Value has not succeeded in enhancing the influence of Green Trust on brand loyalty because, within the concept of Maqhasid al-Shariah, consumer trust is built not only through perceived value or benefits but also through the companys commitment to realizing maslahah and preserving environmental sustainability (hifz al-bi'ah)(M. Khusnul Khuluq, 2025).

C. CONCLUSION

This study shows that green marketing and green trust have a very positive and significant effect on consumer brand loyalty toward Fore Coffee, while perceived value has a positive but not yet significant effect on brand loyalty. In addition, perceived value was found to moderate the relationship between green marketing and brand loyalty in a weakening direction; however, it did not significantly moderate the relationship between green trust and brand loyalty. This study contributes to theoretical development, particularly the Theory of Planned Behavior (TPB), by demonstrating that both green marketing and green trust play a crucial role in shaping brand loyalty. The research findings also indicate that perceived value does not significantly influence brand loyalty and fails to strengthen the effect of green trust on brand loyalty; rather, it weakens the relationship between green marketing and brand loyalty. These findings enrich the literature on the role of Perceived Value as a moderating variable in the context of green marketing.

From the perspective of Islamic Economics and Business, the findings of this study show that the implementation of Green Marketing and Green Trust embodies the values of Islamic Marketing Ethics in line with the Maqasid al-Shariah, particularly hifz al-bi'ah (preserving the environment), thereby enhancing consumer loyalty through ethical, trustworthy, and public interest oriented business practices. In practice, this study indicates that business actors, particularly in the coffee shop industry, must consider certain implications. They need to optimize green marketing strategies and consistently build consumer trust to foster sustainable loyalty not only through product benefits but also through a genuine commitment to environmental sustainability and Islamic business values.

D. SUGGESTION

Based on the results of the study, it is recommended that Fore Coffee continue to enhance its implementation of Green Marketing and Green Trust, as both aspects have been shown to have a positive and significant impact on consumer brand loyalty. The company can improve the effectiveness of its environmental initiatives such as using eco-friendly packaging and reducing waste and conduct more active and transparent sustainability campaigns so that consumers better understand the company's commitment to environmental conservation. In addition, Fore Coffee must ensure consistency in applying environmentally friendly business practices so that consumer trust in the company's credibility and environmental responsibility continues to grow. Although perceived value does not have a direct and significant influence on

brand loyalty, the company still needs to increase the value customers receive by improving product quality, service, and innovation, and by providing benefits commensurate with the costs customers pay. From an Islamic business perspective, the implementation of these strategies should be carried out consistently based on the values of Islamic Marketing Ethics and Maqasid al-Shariah, particularly the principles of amanah (trustworthiness), maslahah (public interest), and hifz al-bi'ah (preserving the environment), so that the focus is not only on consumer loyalty but also on creating benefits for society and the environment. For future researchers, it is recommended to include other variables that may influence brand loyalty such as customer satisfaction, brand image, customer experience, and green satisfaction as well as to expand the scope of the research and increase the sample size to obtain more representative study results and provide a better understanding of the factors influencing consumer loyalty toward a brand.

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