

From Green Marketing and Brand Reputation to Repurchase Intention: The Mediating Role of Brand Trust

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Abstract

Purpose –This study aims to analyze the influence of Green Marketing and Brand Reputation on Repurchase Intention with Brand Trust as a mediating variable on consumers of AQUA brand Bottled Drinking Water (AMDK) in Kuta District. **Methodology/approach** – The sampling technique used purposive sampling with a total of 170 respondents. Data were collected through questionnaires using a five-point Likert scale and analyzed using the Partial Least Squares-Structural Equation Modeling (PLS-SEM) method with the help of SmartPLS. **Findings** – The results of the study indicate that Green Marketing, Brand Reputation, and Brand Trust have a positive and significant effect on Repurchase Intention. In addition, Green Marketing and Brand Reputation also have a positive and significant effect on Brand Trust. The results of the mediation test indicate that Brand Trust is able to partially mediate the effect of Green Marketing on Repurchase Intention, as well as partially mediate the effect of Brand Reputation on Repurchase Intention. **Novelty/value** – This finding indicates that the implementation of environmentally friendly marketing strategies and the formation of a good brand reputation will be more effective in increasing repurchase intentions if accompanied by increased consumer trust in the brand.

Keywords: Green Marketing, Brand Reputation, Brand Trust, Repurchase Intention, Theory of Reasoned Action (TRA)

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INTRODUCTION

Economic and technological developments in the current era of globalization have led to increasingly fierce competition in the business world, requiring every company to maintain customer loyalty (Putri & Muanas, 2025). One industry experiencing rapid growth is the Bottled Drinking Water (AMDK) industry. The current high level of bottled water consumption is inseparable from the increasing public repurchase intention for AMDK (Mahardika, 2025). This condition is triggered by changes in people's lifestyles who desire practicality without having to boil drinking water, as well as limited access to clean water in some areas (Adrian et al, 2024). With increasing competition in the AMDK industry, companies need to consider strategies that can increase customer satisfaction and maintain repurchase intention as a form of business sustainability in the future. Consumer repurchase intention for Bottled Drinking Water Products is very high, making Bottled Drinking Water Products (AMDK) one of the fastest-growing industries today. High public awareness of maintaining a healthy lifestyle by meeting mineral intake of approximately 4% of our total body weight, or the equivalent of 2 liters per day, by consuming additional daily minerals as a basic need. Changes in consumer behavior, leading to various practical issues, have become a unique phenomenon

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in the business world. Similarly, the bottled water (AMDK) business is also growing (Eltonia & Hayuningtias, 2021). The growth of the AMDK industry itself demonstrates the growing number of local bottled water brands, from domestic to international producers, such as AQUA, Ades, Club, Le Minerale, and Cleo.

The large number of bottled water brands in Indonesia demonstrates the competition between companies to create the best and most memorable products for consumers, demonstrating the intense competition within the industry. The development of bottled drinking water (AMDK) brands can be seen in the following Top Brand Index survey results:

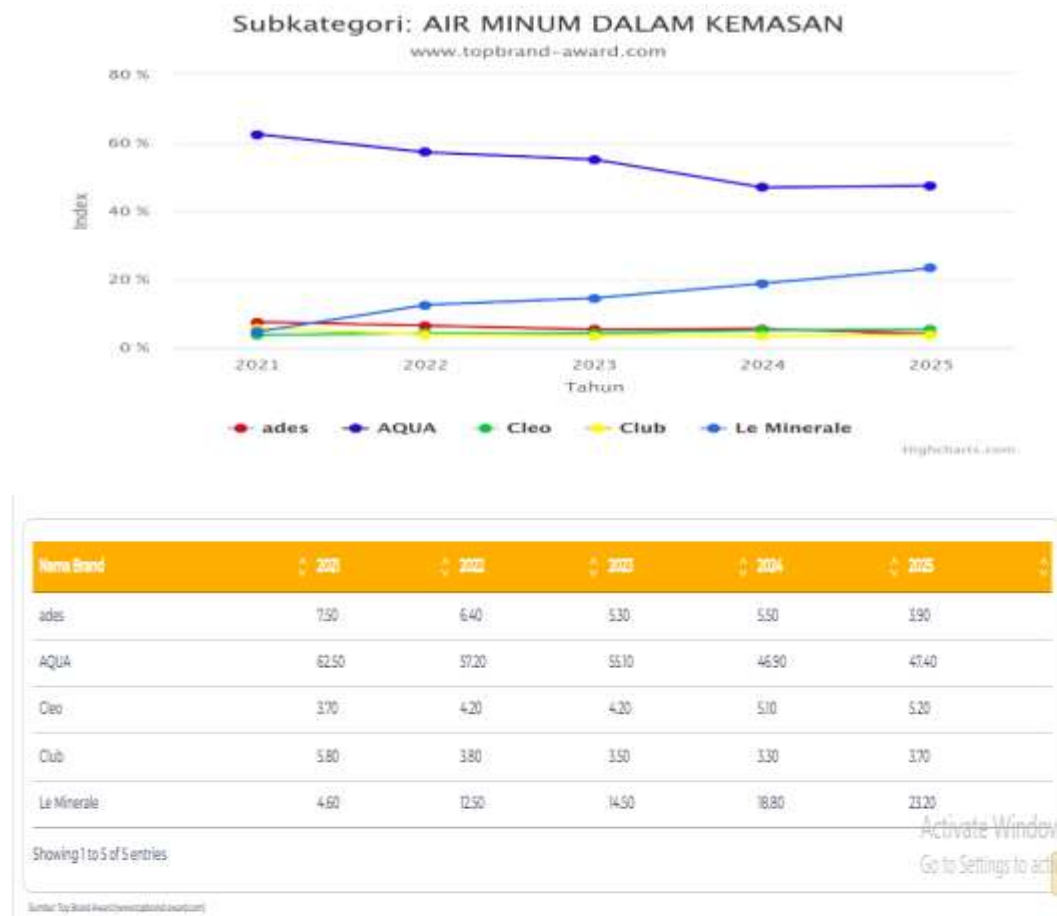


Figure 1.Comparison of Bottled Drinking Water Brands

The figure above shows that sales of each brand fluctuate annually. However, it is noteworthy that the AQUA and Le Minerale brands demonstrate quite intense competition. Currently, the AQUA brand dominates the highest market share. However, from 2022 to 2025, the AQUA brand experienced a decline to 47.40 percent. Meanwhile, the Le Minerale brand experienced a significant increase from 2022 to 2025, reaching 23.20 percent. This decline is due to the high sales potential of the bottled water industry, resulting in intense competition. This decline also means that consumer loyalty to AQUA products has decreased. The decline in AQUA brand sales is due to a decline in consumer repurchase intention for AQUA. Repurchase intention is a psychological aspect that has a significant influence on a person's attitude and interest in making purchases, as well as being a source of motivation that guides consumers in making decisions (Ardhianto, 2021). Repurchase intention can be understood as a consumer's desire to repurchase

a product based on ease of use and interest arising from previous consumption experiences (Zahroh & Arimbawa, 2022). Therefore, repurchase intention is a purchase activity made more than once and influenced by previous purchasing experiences (Hariyanto et al., 2020). The main factor driving repurchase intention is the level of consumer satisfaction with the product used. Therefore, the product offered must be able to meet consumer needs and expectations to encourage them to make repeat purchases (Desti, 2021).

Consumer repurchase intention is related to the Theory of Reasoned Action (TRA), where this theory focuses on a person's intention to behave in a certain way (Muyhidin, 2020). Consumer repurchase intention in the Theory of Reasoned Action (TRA) is the focus of attention, meaning considering something that is considered important. In addition, in fostering purchasing interest that will eventually end in a purchase, there are things that must be considered, one of which is informing consumers how to market the products sold, which will later influence consumers' attitudes in choosing which items to buy (Asvinigita, A. Et al, 2024). Consumer repurchase intention can be influenced by several factors, one of which is green marketing. Over time, people are increasingly aware of the importance of preserving the environment. This is due to the effects of globalization that have been felt directly by society. This change in consumer behavior is exploited by companies, both small and large, competing to be able to reach and win market sympathy (consumers). Therefore, the company created a marketing concept in development, namely producing products that use environmentally friendly materials, namely green marketing (Sukiman and Salam, 2021).

Green marketing is an organization or company's effort to design, promote, price, and distribute products that are environmentally friendly (Irawati, 2025). Green marketing is not merely about offering environmentally friendly products; the production process must also be environmentally friendly (Manongko, 2018). Green marketing implemented by a company can create incentives for consumers to purchase a product. This incentive can accommodate consumer behavior that influences purchasing decisions, as green marketing is one of the factors that can influence consumer feelings and plans, which impact consumer repurchase intentions (Rahmawati, 2020). Green marketing is a marketing strategy that aims to minimize the negative impact of company activities on the environment by integrating sustainability principles into the planning, production, pricing, distribution, and promotion of products or services, while still meeting consumer needs and organizational goals. This definition emphasizes a focus on environmentally friendly activities and reducing ecological impacts throughout the company's marketing process (Rahmawati & Damayanti, 2024).

Field phenomena indicate that the implementation of green marketing has the potential to influence consumer repurchase intention. Based on initial interviews conducted with several consumers of AQUA products, some respondents stated that the use of recyclable packaging and plastic waste reduction campaigns increased positive perceptions of the brand. Based on interviews with 10 consumers in Kuta District, most respondents stated that they were aware of AQUA's environmental campaigns, such as the use of recyclable packaging and plastic waste reduction programs. As many as 7 out of 10 respondents stated that this environmental commitment increased their trust in the brand and made them prefer to repurchase AQUA over other brands. One respondent stated, "I prefer AQUA because it seems more environmentally conscious, so it feels more comfortable to buy again." Theoretically, green marketing is a market dynamic and includes changes in consumer behavior orientation towards being more environmentally conscious (green consumers) which encourages marketers to market products through responsible and environmentally friendly approaches, which will later influence consumer attitudes in choosing which goods to purchase (Muyhidin, 2020). This is in line with research conducted by Prameka & Kurniawan (2021), Ahfa et al. (2022), and Hanifah & Ariyanti (2022). However, it differs from research conducted by Zaytun & Sari (2023), which stated that green marketing had no effect on repurchase intention, and research conducted by Azzahra (2023) and Irawati et al. (2025), which stated that green marketing had a negative effect on

repurchase intention.

Another factor that can influence repurchase intention is brand reputation. Brand reputation is part of strategic brand management as an effort to achieve brand equity and brand trust amidst competitive product preferences (Loureiro et al., 2017). Brand reputation is the general image of a brand formed in the minds of consumers based on product/service quality, customer feedback, and overall public perception of the brand (Açikgöz et al, 2024). According to Lili Suryanti & Fenny (2024), brand reputation is a consumer's perception of a brand's reputation, reflecting the quality, trustworthiness, and credibility of the products or services offered by the company. This perception is formed from consumer interaction experiences and observations of the brand's social impact or public image. Field observations indicate that brand reputation also influences consumer repurchase intention. Based on initial interviews conducted with 10 AQUA consumers in Kuta District, most respondents stated that they chose to repurchase the product because of the brand's long-standing and trusted reputation. Eight out of ten respondents stated that AQUA has an image as a high-quality and safe drinking water brand, making them more confident in repeat purchases compared to other brands. One respondent stated, "I've known AQUA for a long time and I think the quality is consistent, so I don't hesitate to buy again." Another respondent also mentioned that the company's reputation as professional and having high quality standards is the main reason for remaining loyal to the product.

The key to competitive advantage is product quality and a strong brand reputation, which must be considered to create higher levels of customer satisfaction (Widjajanta et al., 2020). Companies that successfully maintain their brand reputation will foster a sense of trust and security in the brand. This helps encourage repeat purchases (De Chernatony, 1999). This statement aligns with research conducted by Widjajanta et al. (2020), Diah & Rokhmawati (2022), and Sugiharto & Rekan (2021), which found that brand reputation positively impacts repurchase intention. However, this contrasts with research conducted by Evana and Kussudyarsana (2025) and Jayanti et al., 2025, which found that brand reputation had no effect on repurchase intention.

Inconsistencies in previous research indicate that there are intermediary mechanisms or mediating factors influencing the strength of this relationship, necessitating further study. Companies engaging in green marketing may not directly increase repurchase intention, but rather primarily through increasing consumer trust. Therefore, the inconsistent findings on the effect of green marketing on repurchase intention provide a research opportunity to incorporate brand trust as a mediator. Green marketing, which encompasses elements such as environmentally friendly products, sustainability communications, recycled packaging, and a company's environmental commitment, can build positive consumer perceptions of a brand as a responsible entity. Consumer repurchase intention can also be influenced by brand trust. Building trust in long-term customer relationships is a crucial factor in fostering customer loyalty (Hendri and Budiono, 2021). Brand trust is defined as the sense of security experienced by product users when interacting with a brand based on the belief that the brand is trustworthy and considerate of the consumer's interests and well-being (Sharma & Jain, 2019). Brand trust can be measured using two dimensions: viability and intentionality.

This perception then strengthens consumers' belief that the brand is trustworthy, meaning that its environmental claims are not mere rhetoric but are backed by concrete actions. Therefore, consumers who see a brand implementing green marketing honestly and consistently are more likely to have brand trust. This aligns with signaling theory, which suggests that companies use green marketing to signal their environmental commitment, which, if accepted by consumers, will increase trust. Numerous empirical

studies have shown that consistent implementation of green marketing can increase consumer trust in a brand (Tan et al., 2022; Khan et al., 2022).

Brand trust is the ability of consumers to trust a brand of a product despite all the negative impacts that must be accepted because there is an expectation that a brand of the product can provide positive results so that consumers can use the product continuously and consumer loyalty arises to the brand that gives a positive impression (Kotler & Armstrong, 2016). The higher the consumer trust in a brand, the more it can increase repurchase intention. This is in accordance with previous research conducted by Shidqi et al. (2022) and Udayana et al. (2022) which stated that brand trust has a positive effect on repurchase intention.

Brand trust is a crucial mechanism that links the impact of green marketing strategies to repurchase intention. Tan et al. (2022) found that green marketing components (e.g. green brand knowledge, environmental knowledge, and green attitude) directly influence brand trust, which significantly increases repurchase intention. Therefore, companies engaging in green marketing activities must first build and strengthen consumer trust in their brands, ensuring that 'green' claims are true, consistent, and verifiable. It is this trust that drives consumers to make repeat purchases.

Pancic et al. (2023) suggest that consumers who are satisfied with a brand's environmental initiatives tend to perceive the brand as more authentic and trustworthy. This, in turn, strengthens loyalty and repurchase intentions. Therefore, including the brand trust variable as a mediator in a model linking green marketing and repurchase intention is highly relevant. Based on phenomena and research gaps identified in previous studies, this study aims to analyse the influence of green marketing and brand reputation on repurchase intention and examine the role of brand trust in mediating these relationships among consumers of the AQUA brand of bottled drinking water in Kuta District. This study's novelty lies in its integration of brand trust as a mediating variable within a single model that simultaneously links green marketing and brand reputation to repurchase intention. This approach has not been widely applied in prior AMDK industry studies, particularly within the AQUA brand context. The study is expected to make theoretical contributions to the development of the Theory of Reasoned Action (TRA) and provide the company with practical insights into strengthening consumer repurchase intention through green marketing strategies and brand reputation management.

LITERATURE REVIEW (if any)

Theory of Reasoned Action(TRA)

The Theory of Reasoned Action (TRA) is a grand theory used to explain how consumer repurchase intentions are influenced by marketing factors such as green marketing and brand trust. The implementation of green marketing strategies oriented towards environmental concerns, along with visible brand reputation, can shape positive consumer attitudes towards the brand. This positive attitude, when supported by a high level of trust in the brand, will encourage brand trust, which ultimately will increase the formation of consumer behavioral intentions to make repeat purchases. According to Fishbein & Ajzen (1980) in Mascarenhas et al. (2021), the theory of reasoned action (TRA) explains a person's behavioral intentions, or individual intentions, which are formed from social norms and individual attitudes towards the behavior. This theory explains that a person's behavioral intention is a measure of an individual's intensity in a particular behavior as a result of two factors simultaneously. The first factor that can influence is attitude towards the results of actions that have been taken in the past. This factor is an attitude that is related to behavior, this factor refers to a person's emotional state. The second factor is subjective norms, which are subjective social norms such as an individual's perception of their peers (groups) or the views of those closest to them. Many researchers apply the theory of reasoned action (TRA) not only to social psychology studies, or studies on the acceptance or adoption of technology and innovation, but also to study consumer behavior.

Riley & Klein (2021) applied the theory of reasoned action (TRA) to examine consumer behavior in making online purchases, focusing on an individual's intention to behave in a certain way. Raman (2019) stated that many theories attempt to link attitudes and behavior, but only the theory of reasoned action (TRA) can connect to predict consumer behavior by measuring beliefs, attitudes, and intentions. The theory of reasoned action (TRA) has been widely applied both to study individual intentions to adopt technology and innovation, as well as consumer behavior. Consumer repurchase intention in the Theory of Reasoned Action (TRA) is a focus of attention, meaning considering something that is considered important, where something that is considered important must be considered. In addition, in cultivating purchasing interest that will eventually end in a purchase, there are things that must be considered, one of which is informing consumers how to market the products sold to consumers, which will later influence consumers' attitudes in choosing which items to buy (Muyhidin, 2020).

Repurchase Intention

Shidqi et al. (2022) state that repurchase intention is the likelihood of a repeat purchase resulting from past purchases based on consumer experience, which directly influences a consumer's intention to repurchase a product in the future. Post-purchase satisfaction and dissatisfaction with a product influence subsequent behavior. Satisfied consumers are more likely to repurchase the product. Repurchase intention is the actual behavior of customers that results in multiple purchases of a product or service from the same company (Indriasari & Sirajuddin, 2021). Therefore, repurchase intention is a customer's desire or intention to repurchase a product or service from the same company in the future after having a positive experience with that product or service.

Green Marketing

Green marketing has begun to develop as more and more people become aware of the declining quality of the environment. They are beginning to demand accountability from businesses, especially those producing products that could potentially damage the environment. According to the American Marketing Association (AMA), green marketing is a market dynamic and includes a shift in consumer behavior toward being more environmentally conscious (green consumers), which encourages marketers to market products through responsible and environmentally friendly approaches (Manongko, 2018).

Brand Trust

According to Putri & Burhanudin (2021:22), trust can be used to measure a buyer's willingness to buy a brand. Brand trust is a belief found by buyers of a product they want to buy based on the impression that the product is useful for their needs and is safe. According to (Ali & Irdiana, 2019:403), brand trust is the performance of a brand to be recognized (brand reliability), since the aspect of buyer trust in the scale of the product can meet consumer expectations or brand intentions. This is based on buyer confidence in the brand's capacity to fulfill expectations. Based on the theoretical explanation discussed, the writer can conclude that Brand Trust is a brand trust and a sense of trust that consumers have in a company's products. According to (Bambang & Heriyanto, 2017:4), Brand Trust can be measured from two dimensions: the dimension of viability and the dimension of intentionality. The dimension of viability has a perception, namely a brand or brand of a product can satisfy and meet customer needs. This dimension can be measured using satisfaction indicators. The intentionality dimension reflects consumers' perception of safety and comfort in the brand. This dimension is typically assessed through trust.

METHOD

This study uses a positivist paradigm with a quantitative approach. A quantitative approach is research based on the philosophy of positivism to examine a specific population or sample and random sampling with data collection using instruments, data analysis is statistical (Sugiyono, 2015:14). This study uses primary data, obtained by distributing questionnaires to the intended sample, namely AQUA consumers in the Kuta area, Badung Regency. Considering that the population size cannot be identified with certainty, this study uses a non-probability sampling technique with a purposive sampling approach. According to Hair et al. (2021), determining the ideal sample size in quantitative research using the Structural Equation Modeling (SEM) analysis method is between 5 and 10 times the number of indicators/question items used in the research

instrument. Based on the operational definition of the variables in this study, there are 17 indicators, so the recommended minimum sample size is $5 \times 17 = 85$ respondents and $10 \times 17 = 170$ respondents. Thus, this study determined 170 respondents as the maximum sample size deemed adequate for SEM analysis. The research data were then analyzed using the Partial Least Squares (PLS)-based Structural Equation Modeling (SEM) analysis method using SmartPLS software.

RESULTS AND DISCUSSION

The Partial Least Squares Structural Equation Modeling (PLS-SEM) approach in this test was conducted in two main stages: the outer model and the inner model. The outer model test is the first and most important stage because it functions to evaluate the validity and reliability of the indicators used to measure the latent construct. According to (Husnawati et al., 2019), convergent validity is useful for measuring the correlation between the latent variable and its construct, using standard factor loadings. If an indicator does not meet the requirements, it must be removed (Lamere et al., 2021). The results of the convergent validity test for the variables Green Marketing (4 indicators), Brand Reputation (5 indicators), Brand Trust (4 indicators), and Repurchase Intention (4 indicators) showed that all indicators had factor loading values (outer loadings) of more than 0.70, indicating that these indicators make a fairly strong contribution in explaining the variables they represent. High loading values reflect a strong correlation between the indicator and its dimensions.

In addition to convergent validity, construct reliability was also tested to determine the internal consistency of each variable. The results of the construct reliability test for the Green Marketing (4 indicators), Brand Reputation (5 indicators), Brand Trust (4 indicators), and Repurchase Intention (4 indicators) variables show that all constructs obtained a Cronbach's Alpha value of more than 0.70, indicating good indicator consistency in general, and a Composite Reliability (CR) value of more than 0.70, indicating strong internal consistency based on the actual contribution of the indicators to the construct. Thus, all indicators and dimensions of the Green Marketing, Brand Reputation, Brand Trust, and Repurchase Intention variables meet the requirements for both convergent validity and construct reliability, so that all indicators can be used in the next testing process. The results of the convergent validity and construct reliability tests are presented in Table 1.

Table 1. Convergent Validity and Reliability Test Results

Variables	Indicator	Loading Factor	Condition	Cronbach's Alpha	Composite Reliability
Green Marketing	GM1	0,707	>0.70	0,764	0,780
	GM2	0,769	>0.70		
	GM3	0,755	>0.70		
	GM4	0,814	>0.70		
Brand Reputation	BR1	0,726	>0.70	0,792	0,799
	BR2	0,737	>0.70		
	BR3	0,719	>0.70		
	BR4	0,754	>0.70		
	BR5	0,747	>0.70		
Brand Trust	BT1	0,768	>0.70	0,758	0,759
	BT2	0,768	>0.70		
	BT3	0,751	>0.70		
	BT4	0,756	>0.70		
	RI1	0,733	>0.70	0,710	0,711

	RI2	0,731	>0.70
Repurchase Intention	RI3	0,713	>0.70
	RI4	0,746	>0.70

Source: Processed Research Data (2026)

After testing convergent validity and construct reliability in the table 1, the next test is the discriminant validity test, the results of which are presented in Table 2. The testing method used is the Fornell-Larcker Criterion, with the requirement that the square root of the AVE for each construct must be greater than the correlation between the other constructs. Discriminant validity is achieved if the constructs have a clear separation from each other. The results of the discriminant validity test using cross-loading obtained a factor loading value greater than the cross-loading. Thus, it can be concluded that the discriminant validity of the model has been met, meaning that each construct in the model has a clear uniqueness and there is no overlap between constructs.

Table 2. Results of the Fornell-Larcker Criterion Discriminant Validity Test

Variables	<i>Brand Reputation</i>	<i>Brand Trust</i>	<i>Green Marketing</i>	<i>Repurchase Intention</i>	Note:
<i>Brand Reputation</i>	0.737				Fulfilled
<i>Brand Trust</i>	0.364	0.761			Fulfilled
<i>Green Marketing</i>	0.332	0.451	0.762		Fulfilled
<i>Repurchase Intention</i>	0.510	0.491	0.417	0.731	Fulfilled

Source: Processed Research Data (2026)

Continuing from the discriminant validity test in Table 2, construct validity and reliability were also tested, the results of which are presented in Table 3. Construct validity and reliability measure the internal consistency of the indicators in measuring the construct. The results of construct validity testing for the Green Marketing (4 indicators), Brand Reputation (5 indicators), Brand Trust (4 indicators), and Repurchase Intention (4 indicators) variables show that all constructs obtained AVE values of more than 0.50, which means that most of the indicator variance can be explained by the latent construct.

Table 3. Results of Construct Validity Test

Variables	<i>Average variance extracted</i>	Condition	Note:
<i>Green Marketing</i>	0.581	>0.50	Fulfilled
<i>Brand Reputation</i>	0.543	>0.50	Fulfilled
<i>Brand Trust</i>	0.579	>0.50	Fulfilled
<i>Repurchase Intention</i>	0.534	>0.50	Fulfilled

Source: Processed Research Data (2026)

After the measurement model (outer model) is declared valid and reliable, the next step is to test the inner model, the results of which are presented in Table 4, to determine the strength, direction, and significance of the structural relationships between constructs. Evaluation of the inner model is carried out through several main indicators, namely the R-square value (R^2), path coefficient, effect size (f^2), predictive relevance (Q^2), and significance testing through bootstrapping, beginning with the collinearity test using

VIF. The results show that each relationship between variables obtained a VIF value of less than 3.0 (VIF < 3.0), so there is no relationship between variables in which collinearity occurs.

Table 4. Results of VIF Collinearity Test

Connection	VIF	Condition	Note:
BR -> BT	1,124	<3.0	Fulfilled
BR -> RI	1,201	<3.0	Fulfilled
BT -> RI	1,342	<3.0	Fulfilled
GM -> BT	1,124	<3.0	Fulfilled
GM -> RI	1,309	<3.0	Fulfilled

Source: Processed Research Data (2026)

Following the collinearity test, the coefficient of determination test was conducted, the results of which are presented in Table 5. The results of the influence on Brand Trust obtained an R-square (R^2) value of 0.255, which means that the large influence on Brand Trust can be explained by 25.5 percent by Green Marketing and Brand Reputation, while the remaining influence is explained by other factors outside the study. The results of the influence on Repurchase Intention obtained an R-square (R^2) value of 0.390, which means that the large influence on Repurchase Intention can be explained by 39.0 percent by Green Marketing, Brand Reputation, and Brand Trust, while the remaining influence is explained by other factors outside the study.

Table 5. Results of the Determination Coefficient Test

Variables	R-square	R-square adjusted
<i>Brand Trust</i>	0.255	0.246
<i>Repurchase Intention</i>	0.390	0.379

Source: Processed Research Data (2026)

The effect size test was also conducted, the results of which are presented in Table 6. The results obtained f^2 values ranging from 0.037 to 0.166. These f^2 values indicate that the magnitude of the influence on the endogenous variables explained by the exogenous variables is in the small to medium category, thus indicating a significant influence structurally. Thus, it can be concluded that these values still indicate a contribution to the explanation of the variance of the endogenous construct. This strengthens the structural validity of the model and supports the model's feasibility for further analysis in predictive aspects and hypothesis testing.

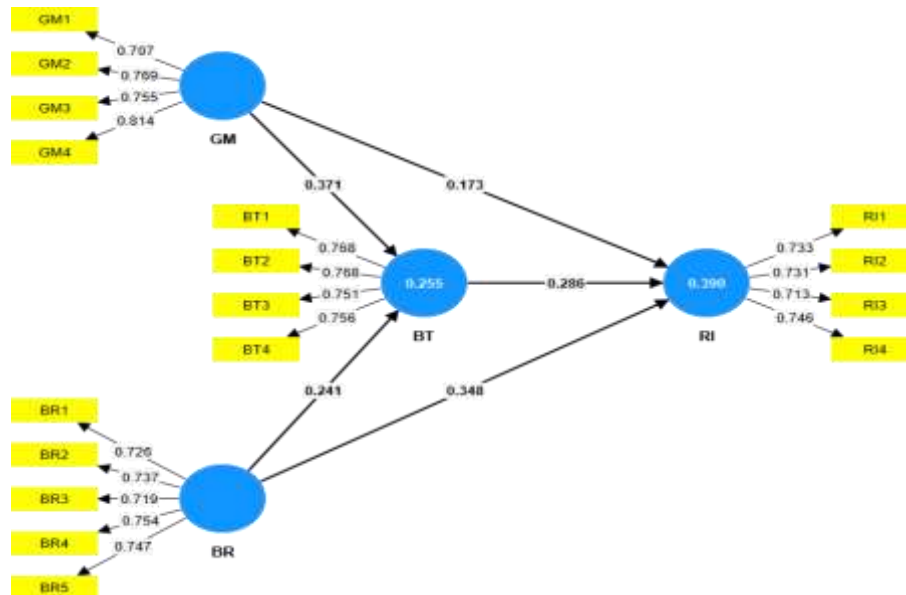
Table 6. Effect Size Test Results

Influence	f-square	Note:
<i>Brand Reputation</i> to <i>Brand Trust</i>	0.069	Small
<i>Brand Reputation</i> on Repurchase Intention	0.166	Currently
<i>Brand Trust</i> on Repurchase Intention	0.100	Small
<i>Green Marketing</i> to <i>Brand Trust</i>	0.165	Currently
<i>Green Marketing</i> on Repurchase Intention	0.037	Small

Source: Processed Research Data (2026)

The inner model test yielded coefficients of influence between variables to determine the direction of influence and the level of significance between variables. The resulting model revealed a positive influence between the variables Green Marketing, Brand Reputation, Brand Trust, and Repurchase Intention.

Figure 2. Research Path Diagram



To test the hypothesis, the bootstrapping method is used in PLS-SEM to generate estimates of the sampling distribution of the path coefficients. This procedure produces statistical values such as the t-statistic, p-value, and confidence interval, which are used as the basis for determining whether the hypothesis is accepted or rejected. Generally, a hypothesis is considered significant and accepted if the t-statistic is >1.960 and the p-value is <0.05 at the 5% significance level. The results of hypothesis testing not only indicate the existence of relationships between constructs but also provide information on the direction and strength of the influence between variables.

Table 7. Hypothesis Test Results

Hypothesis	Relationship between Variables	Path Coef.	t	p	Note:
H1	Green Marketingon Repurchase Intention	0.173	2,114	0.035	Accepted
H2	Brand Reputationon Repurchase Intention	0.348	4,345	0.000	Accepted
H3	Green Marketingtowards Brand Trust	0.371	4,533	0.000	Accepted
H4	Brand Reputationtowards Brand Trust	0.241	2,834	0.005	Accepted
H5	Brand Trust to Repurchase Intention	0.286	2,998	0.003	Accepted
H6	Green Marketingon Brand Trust towards Repurchase Intention	0.106	2,484	0.013	Accepted

H7	Brand Reputationon Brand Trust towards Repurchase Intention	0.069	1,983	0.047	Accepted
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Based on the results of the hypothesis testing presented in Table 7, it is known that Green Marketing has a positive and significant effect on Repurchase Intention among consumers of AQUA brand Bottled Drinking Water (AMDK) in Kuta District. The results of this study indicate that the better the implementation of Green Marketing strategies perceived by consumers, the higher the consumer's desire to repurchase AQUA products. The findings of this study are in line with the Theory of Reasoned Action (TRA) proposed by Fishbein and Ajzen (1975), which explains that a person's behavior is preceded by intention, while intention is formed based on attitude towards a behavior. In the context of this study, the Green Marketing strategies implemented by AQUA, such as the use of more environmentally friendly packaging, plastic waste reduction campaigns, and various environmental conservation programs, form a positive consumer attitude towards the brand. This positive attitude then increases consumer intention to repurchase AQUA products. Thus, the results of this study strengthen that the implementation of Green Marketing is able to influence the formation of Repurchase Intention through changes in consumer attitudes towards products that have environmental values.

These findings also align with the Green Marketing concept proposed by Manongko (2018), who states that Green Marketing is a marketing strategy that is not only oriented towards meeting consumer needs, but also pays attention to environmental sustainability through environmentally friendly production, pricing, promotion, and distribution processes. Modern consumers are increasingly considering sustainability aspects in purchasing decisions, so companies that are able to demonstrate a commitment to the environment will receive a more positive assessment from consumers. In the research object, these results indicate that AQUA consumers in Kuta District gave a positive response to various sustainability efforts undertaken by the company. AQUA is known as one of the AMDK brands that consistently campaigns for environmental awareness through the use of more easily recycled packaging, plastic waste management, water resource conservation, and various environmental responsibility programs. These various activities are able to increase consumer perception that AQUA not only offers quality products but also has a commitment to environmental preservation. This positive perception encourages consumers to continue to choose and repurchase AQUA products compared to other brands.

The results of this study are in line with research conducted by Damanik and Siregar (2025) and Achwaty et al. (2025) which stated that Green Marketing has a positive and significant effect on Repurchase Intention. The similarity of these results indicates that the consistent implementation of green marketing strategies can increase consumers' tendency to repurchase a product because consumers increasingly appreciate companies that demonstrate environmental responsibility. The implication of this finding is that Green Marketing is not only a strategy to build a company's image, but also a factor that can increase consumer Repurchase Intention. Therefore, AQUA needs to continue to strengthen the implementation of Green Marketing through more environmentally friendly packaging innovations, more intensive communication regarding sustainability programs, and education to consumers about the positive impacts of using products that support environmental conservation. These efforts are expected to strengthen consumers' positive attitudes towards the AQUA brand and encourage increased repeat purchases on an ongoing basis.

Based on the analysis results described previously, it is known that the results of the hypothesis testing indicate that Brand Reputation has a positive and significant effect on Repurchase Intention among consumers of AQUA brand Bottled Drinking Water (AMDK) in Kuta District. The results of this study indicate that the better the reputation of the AQUA brand in the eyes of consumers, the higher the consumer's desire to make repeat purchases. The results of this study can be explained through the Theory of Reasoned Action (TRA) proposed by Fishbein and Ajzen (1975). This theory states that a person's behavior begins with behavioral intention, while this intention is influenced by attitude toward the behavior and subjective norms. In this study, AQUA's reputation that has been built over the years forms a positive consumer attitude

towards the brand. Consumers consider AQUA to be a safe, quality product, and has a commitment to environmental sustainability. This positive attitude then increases consumer intention to repurchase AQUA. In addition, subjective norms also play a role because AQUA is a brand that is widely known and widely recommended by family, friends, and the community, thus strengthening consumer confidence to continue choosing this brand.

In the context of this research, AQUA's reputation is not only built through consistent drinking water quality, but also through various product innovations, a commitment to food safety, and environmental sustainability programs such as plastic waste management and the use of more environmentally friendly packaging. As a pioneer of the bottled water industry in Indonesia, AQUA has successfully built a reputation as a trusted brand for decades. This reputation is an important consideration for consumers in Kuta District, who have a high level of mobility and require practical, safe, and guaranteed quality drinking water products. Therefore, when consumers perceive AQUA as having a better reputation than competing brands, they are more likely to make repeat purchases. The results of this study are in line with the research of Ha et al. (2022) which found that corporate reputation has a positive effect on repurchase intention. The study explained that companies with a good reputation will gain a higher level of consumer trust and loyalty, thus encouraging consumers to make repeat purchases. Corporate reputation has also been shown to be one of the factors that strengthen the relationship between corporate social responsibility and repurchase intention. This research finding is also supported by research by Evana and Kussudyarsana (2025), which shows that brand reputation has a positive effect on repurchase intention. This study explains that consumers tend to retain a brand when the brand has a good reputation for delivering product quality and meeting consumer expectations.

The results of the hypothesis testing indicate that Green Marketing has a positive and significant effect on Brand Trust among consumers of AQUA brand Bottled Drinking Water (AMDK) in Kuta District. These results indicate that the better the implementation of Green Marketing perceived by consumers, the higher the level of consumer trust in the AQUA brand. The findings of this study can be explained through the Theory of Reasoned Action (TRA), which states that consumer behavior is determined by intention which is further influenced by attitude towards behavior and subjective norms (Zhang & Dong, 2020). In the context of Green Marketing, when consumers have a positive attitude towards environmentally friendly products and feel social pressure or environmental norms, their intention to purchase green products increases. Green Marketing can influence attitudes and subjective norms which then drive purchase intentions (Liu & Saur, 2020). For the research object, these results indicate that various sustainability programs implemented by AQUA are able to strengthen consumer trust in the brand. AQUA consistently implements various initiatives, such as the use of more easily recycled packaging, plastic waste management programs, water resource conservation, and educational campaigns regarding the importance of protecting the environment. These various activities demonstrate that the company's commitment to the environment extends beyond promotional messages and is demonstrated through concrete actions. This has further strengthened consumers in Kuta District's belief that AQUA is a brand that is environmentally responsible and maintains product quality, thus increasing consumer trust in the brand. The findings of this study align with those of Tan et al. (2022) and Melinda (2024), which found that green marketing has a positive and significant impact on brand trust. Both studies demonstrate that consistent green marketing practices can increase consumer confidence in a company's credibility and commitment to sustainable business practices. Therefore, these findings further strengthen empirical evidence that green marketing strategies are a crucial factor in building consumer trust in a brand.

The results of the hypothesis testing indicate that Brand Reputation has a positive and significant effect on Brand Trust among consumers of AQUA brand bottled drinking water (AMDK) in Kuta District. These results indicate that the better the AQUA brand reputation perceived by consumers, the higher the level of consumer trust in the brand. Brand reputation is a positive perception formed from the consistency of quality, company credibility, and consumer experience with a brand (Açikgöz, 2024). The findings of this study can be explained through the Theory of Reasoned Action (TRA) proposed by Fishbein and Ajzen (1975). According to TRA, beliefs (behavioral beliefs) that individuals have towards an object will form an attitude (attitude) which then influences the evaluative response to the object. In this study, Brand Reputation plays

a role as a behavioral belief, namely the consumer's belief that AQUA is a brand that has consistent product quality, is safe to consume, has high credibility, and is able to meet consumer expectations. This belief forms a positive attitude towards the brand, thereby increasing Brand Trust. Thus, the better reputation AQUA has, the greater consumer trust in the brand.

These findings also support the concept of Brand Reputation, which states that brand reputation is a collective consumer perception formed through consistent product quality, company credibility, consumer experience, and the company's ability to meet customer expectations (Açikgöz, 2024). A positive reputation signals a company's quality and reliability, thereby reducing consumer uncertainty. When consumers perceive a brand to have a good reputation, they are more confident in trusting that brand. For the research object, these results indicate that consumer trust in AQUA is not only built through consistent product quality but also through the company's reputation that has been established over many years as a pioneer in the bottled water industry in Indonesia. AQUA is known for having high food safety standards, maintaining consistent product quality, and actively implementing various sustainability programs, such as water resource conservation, plastic waste management, and the use of more environmentally friendly packaging. This reputation provides consumers in Kuta District with confidence that AQUA is a reliable brand and is committed to quality and social responsibility, thereby increasing Brand Trust. The results of this study align with those of Khan and Fatma (2023) and Abdullah et al. (2023), which found that brand reputation has a positive and significant effect on brand trust. Both studies explain that a positive reputation enhances consumers' perceptions of a company's credibility, thereby strengthening brand trust. Furthermore, a positive reputation also signals quality, reducing perceived risk in purchasing decisions. These similar results indicate that brand reputation is a crucial factor in building consumer trust in a brand.

The results of the hypothesis testing indicate that Brand Trust has a positive and significant effect on Repurchase Intention among consumers of AQUA brand Bottled Drinking Water (AMDK) in Kuta District. These results indicate that the higher the level of consumer trust in the AQUA brand, the higher the consumer's desire to repurchase the product. The findings of this study can be explained through the Theory of Reasoned Action (TRA) proposed by Fishbein and Ajzen (1975). This theory explains that a person's behavior is preceded by an intention (behavioral intention), while the intention is formed based on beliefs (behavioral beliefs) and attitudes (attitude) towards an object. In this study, Brand Trust reflects consumers' belief that AQUA is able to provide consistent product quality, is safe for consumption, and meets consumer expectations. This belief forms a positive attitude towards the brand, thereby increasing consumers' intention to continue choosing AQUA. Thus, the higher the level of consumer trust in the AQUA brand, the greater their tendency to repurchase.

These findings also support the concept of Brand Trust, which states that brand trust is consumer confidence that a brand is capable of fulfilling promises, maintaining product quality, and acting according to consumer expectations. When consumers have a high level of trust in a brand, the perception of risk in purchasing decisions will decrease, so consumers feel more confident in continuing to use the same product rather than trying other brands. For the research object, these results indicate that consumers in Kuta District have a high level of trust in AQUA because the company is considered capable of maintaining drinking water quality consistently over the years. In addition to being known for its high food safety standards, AQUA is also actively implementing various sustainability programs, such as water resource conservation, plastic waste management, and the use of more environmentally friendly packaging. Consistency in maintaining product quality and commitment to environmental responsibility provide consumers with a sense of security and confidence that AQUA is a reliable brand. This condition encourages consumers to continue to choose AQUA over other bottled drinking water brands when making repeat purchases. The results of this study are in line with research by Tarigan and Bernarto (2024) and Rizky et al. (2023) which showed that Brand Trust has a positive and significant effect on Repurchase Intention. Both studies explain that consumers who have a high level of trust in a brand tend to maintain a long-term relationship with that brand through repeat purchases.

Based on the results of hypothesis testing, it was found that Brand Trust is able to mediate the influence of Green Marketing on Repurchase Intention among consumers of AQUA brand Bottled Drinking Water

(AMDK) in Kuta District. The test results show that Green Marketing has a positive and significant effect on Brand Trust, Brand Trust has a positive and significant effect on Repurchase Intention, and Green Marketing still has a positive and significant effect on Repurchase Intention. This condition indicates that Brand Trust acts as a partial mediation (partial complementary mediation). This means that Green Marketing is able to increase Repurchase Intention both directly and indirectly through increasing Brand Trust. Thus, the success of the Green Marketing strategy will be more optimal if it is able to build consumer trust in the brand.

The findings of this study can be explained through the Theory of Reasoned Action (TRA) proposed by Fishbein and Ajzen (1975). This theory explains that individual behavior is preceded by behavioral intention, while this intention is shaped by behavioral beliefs and attitudes toward the behavior. In this study, the implementation of Green Marketing AQUA forms behavioral beliefs that the company has a real commitment to environmental preservation through the use of more environmentally friendly packaging, water resource conservation, and plastic waste management programs. This belief forms a positive consumer attitude towards the brand and develops into Brand Trust. As consumers increasingly believe that AQUA is a responsible company, has integrity, and consistently carries out sustainable business practices, their intention to make repeat purchases will be stronger. This indicates that Brand Trust is a psychological mechanism that bridges the influence of Green Marketing on Repurchase Intention.

In this study, the results indicate that consumers in Kuta District not only pay attention to AQUA's green marketing messages but also assess the company's consistency in implementing these commitments. AQUA's various sustainability programs, such as innovations in more recyclable packaging, water resource conservation, and plastic waste collection and management programs, provide concrete evidence that environmental awareness is part of the company's strategy, not just a promotional tool. This situation increases consumer confidence that AQUA is a brand with credibility and environmental responsibility. This trust then encourages consumers to continue choosing AQUA when making repeat purchases, despite the availability of various alternative bottled water brands on the market. These results align with research by Tan et al. (2022) and Melinda (2024), which showed that green marketing has a positive effect on brand trust. Furthermore, research by Astuti (2022) and Afriani and Kurniawan (2021) also demonstrated that brand trust has a positive effect on repurchase intention. The results of this study complement those findings by showing that Brand Trust is not only influenced by Green Marketing, but also acts as a mediating mechanism that explains how Green Marketing strategies can increase consumer Repurchase Intention. In other words, effective Green Marketing implementation will produce greater results if it can build consumer trust in the brand.

The results of the hypothesis testing show that Brand Trust is able to mediate the influence of Brand Reputation on Repurchase Intention among consumers of AQUA brand Bottled Drinking Water (AMDK) in Kuta District. These results indicate that a good brand reputation is not only able to increase Repurchase Intention directly, but also increases Repurchase Intention indirectly through increasing Brand Trust. Based on the results of the previous hypothesis testing, it is known that Brand Reputation has a positive and significant effect on Brand Trust, Brand Trust has a positive and significant effect on Repurchase Intention, and Brand Reputation also has a direct effect on Repurchase Intention. This condition indicates that Brand Trust acts as a partial mediator (partial mediation). This means that AQUA's brand reputation is able to increase repurchase intention directly, but this effect becomes stronger when the brand reputation first succeeds in building consumer trust in the brand.

The findings of this study can be explained through the Theory of Reasoned Action (TRA) proposed by Fishbein and Ajzen (1975). According to this theory, an individual's behavioral beliefs toward an object will shape their attitude, which in turn influences their behavioral intention. In this study, Brand Reputation plays a role as a behavioral belief, namely the consumer's belief that AQUA is a brand with consistent product quality, is safe to consume, has high credibility, and is able to meet consumer expectations. This belief forms a positive attitude toward the brand and develops into Brand Trust. As trust in the brand increases, consumers will be more confident in continuing to choose AQUA, thus increasing their intention to make

repeat purchases. Thus, Brand Trust becomes a psychological mechanism that explains how Brand Reputation can increase Repurchase Intention.

In this study, the results indicate that AQUA's reputation as a pioneer in the bottled water industry in Indonesia has built consumer trust through consistent product quality, high food safety standards, and the company's commitment to environmental sustainability. Various programs such as water resource conservation, the use of more environmentally friendly packaging, and plastic waste management further strengthen consumers' perceptions that AQUA is a brand with high credibility and responsibility. This positive reputation not only improves consumer assessment of the brand but also fosters trust that AQUA is able to deliver the benefits as expected. This trust then encourages consumers in Kuta District to continue choosing and repurchasing AQUA products. These results align with research by Salsabila et al. (2024) and Oktavian (2023), which shows that Brand Reputation has a positive effect on Brand Trust. Furthermore, research by Astuti (2022) and Afriani and Kurniawan (2021) also proves that Brand Trust has a positive effect on Repurchase Intention. The results of this study complement those findings by demonstrating that brand trust acts as a mediating variable explaining the mechanism of brand reputation's influence on repurchase intention. In other words, a good brand reputation will be more effective in increasing repurchase intention if it can build consumer trust in the brand.

CONCLUSION

Based on the results of data analysis using the Partial Least Square Structural Equation Modeling (PLS-SEM) method on 170 respondents regarding the influence of Green Marketing and Brand Reputation on Repurchase Intention with Brand Trust as a mediating variable, it can be concluded that Green Marketing has a positive and significant effect on Repurchase Intention. These results indicate that the better the implementation of Green Marketing strategies perceived by consumers, the higher the consumer's intention to repurchase Aqua brand bottled drinking water in Kuta. Brand Reputation has a positive and significant effect on Repurchase Intention. This shows that a good brand reputation can increase consumer confidence to repurchase Aqua brand bottled drinking water products in Kuta. Green Marketing has a positive and significant effect on Brand Trust. This means that the implementation of marketing activities oriented towards environmental concerns can increase consumer trust in Aqua brand bottled drinking water in Kuta. Brand Reputation has a positive and significant effect on Brand Trust. The better the reputation of a brand in the eyes of consumers, the higher the level of consumer trust in Aqua brand bottled drinking water in Kuta. Brand Trust has a positive and significant effect on Repurchase Intention. This indicates that consumer trust in the brand is an important factor that drives the formation of intentions to repurchase Aqua brand bottled drinking water in Kuta. Brand Trust is able to partially mediate the effect of Green Marketing on Repurchase Intention. This indicates that Green Marketing not only has a direct effect on Repurchase Intention, but also indirectly through increasing consumer trust in Aqua brand bottled drinking water in Kuta. Brand Trust is also able to partially mediate the effect of Brand Reputation on Repurchase Intention. Thus, a good brand reputation can increase repurchase intentions both directly and through increasing consumer trust in Aqua brand bottled drinking water in Kuta.

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