Integrating the Theory of Planned Behavior and Consumer Trust to Explain Millennials' Behavioral Intentions toward Green Café Spaces in Urban Jakarta

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ABSTRACT

Purpose – This study aims to integrate the Theory of Planned Behavior (TPB) with consumer trust to explain Millennials' behavioral intentions toward green café spaces in urban Jakarta. The research investigates the direct and mediating relationships of attitude toward behavior, subjective norms, perceived behavioral cntrol, and consumer trust in shaping sustainable consumption behavior. **Methodology/approach –** A quantitative survey method was used to collect data from 150 Millennial respondents residing in Jakarta. The questionnaire measured TPB constructs and Consumer Trust. Data were analyzed using Structural Equation Modeling (PLS-SEM) via SmartPLS 4.0 to evaluate direct and mediating effects. **Findings –** The study found that Attitude Toward Behavior significantly influences both Consumer Trust and Behavioral Intention, while Subjective Norms significantly influence Behavioral Intention only. Perceived Behavioral Control significantly affects Consumer Trust, but not Behavioral Intention. Furthermore, Consumer Trust does not significantly influence Behavioral Intention, and all mediating effects through Consumer Trust were also not supported. These results suggest that direct TPB components—especially attitude and social norms—are stronger predictors of Millennials' intention to visit green cafés than trust-based indirect paths. **Novelty/value –** This study extends the TPB framework in the context of sustainable consumption by highlighting that trust may not directly drive behavioral intentions in early-stage environmental decisions. It offers insights for businesses seeking to promote green cafés and engage urban Millennial consumers through personal and social behavioral strategies.

INTRODUCTION

Urbanization is one of the major challenges to sustainable development. The United Nations projects that by 2050 nearly 70% of the global population will reside in urban areas, creating significant pressure on natural resources, infrastructure, and urban livability (UN-Habitat, 2022). In large metropolitan cities such as Jakarta, rapid urbanization has reduced the availability of green open spaces (GOS), leading to air pollution, rising urban heat, and reduced quality of life. Green open spaces are recognized as critical to improving air quality, reducing stress, and fostering social cohesion (WHO, 2017; European

Environment Agency [EEA], 2020).

In response to the limited availability of public green areas, green café spaces have emerged as innovative solutions that integrate natural elements such as plants, trees, and natural lighting into commercial environments. Research shows that incorporating greenery into commercial spaces enhances consumer experience, increases visit duration, and strengthens brand loyalty (Institute for European Environmental Policy [IEEP], 2021). In Jakarta, where green space coverage is only around 4.62%—far below the mandated 30%—green cafés represent a creative adaptation to ecological and social demands (Kementerian Lingkungan Hidup dan Kehutanan [KLHK], 2022).

This trend strongly resonates with Millennials, a demographic segment that values sustainability, health, and well-being. A survey by McKinsey (2022) revealed that more than 70% of Millennials and Gen Z in Southeast Asia consider sustainability a key factor in their purchase decisions. In Indonesia, Millennials constitute nearly 26% of the population, representing a strong consumer base with significant purchasing power (Badan Pusat Statistik [BPS], 2020). For this cohort, green cafés are not merely leisure spaces but symbols of sustainable lifestyle choices.

To explain consumer behavior in this context, the Theory of Planned Behavior (TPB) provides a useful framework, suggesting that attitudes, subjective norms, and perceived behavioral control determine behavioral intention (Mai et al., 2023; Lukmawan & Wulandari, 2024). However, TPB alone may not fully capture the dynamics of sustainable consumption. Consumer trust—the belief that businesses genuinely deliver ecological and social benefits—plays an essential mediating role, reinforcing the effect of TPB constructs on behavioral intention (Zhang et al., 2020). Without trust, consumers may remain skeptical about the authenticity of sustainability claims, weakening their behavioral intentions. This study therefore integrates TPB and consumer trust to explain Millennials' behavioral intentions toward green café spaces in urban Jakarta. By extending TPB with a mediating trust variable, this study aims to contribute to theoretical discussions on sustainable consumer behavior and provide practical insights for café managers, urban planners, and policymakers. The findings are expected to support efforts toward SDG 11 (Sustainable Cities and Communities) and SDG 12 (Responsible Consumption and Production) by highlighting how commercial spaces can foster ecological well-being and sustainable lifestyles.

LITERATUR REVIEW
Urban Green Spaces, Sustainability, and Green Cafés
Urbanization has created pressing challenges for sustainability, particularly in megacities where green open spaces (GOS) are shrinking. The World Health Organization (2017) emphasizes that green areas contribute to improved air quality, reduced stress, and enhanced social cohesion. In Jakarta, green space coverage is only around 4.62%, far below the 30% mandated requirement (KLHK, 2022). This scarcity has encouraged innovative approaches such as green café spaces, which integrate natural elements (e.g., plants, trees, natural lighting) into commercial venues. Studies indicate that incorporating greenery into business settings enhances customer well-being, increases visit duration, and fosters loyalty (Jennings et al., 2019; Nieuwenhuijsen, 2020; Pauleit et al., 2021).

Green cafés thus represent more than aesthetic choices—they embody lifestyle alignment with sustainable values. For Millennials, who comprise a significant portion of Indonesia's population, these cafés resonate with environmental awareness and identity expression (McKinsey & Company, 2022). Research suggests that over 70% of Millennials and Gen Z in Southeast Asia consider sustainability in purchase decisions, highlighting the relevance of green cafés in shaping sustainable consumer behavior (Theocharis & Tsekouropoulos, 2025).

Theory of Planned Behavior (TPB)
The Theory of Planned Behavior (TPB) (Ajzen, 1991) is one of the most widely used frameworks for predicting and explaining behavioral intention. TPB posits that intention is determined by:

- **Attitude toward the behavior (ATB)**: an individual's positive or negative evaluation of performing the behavior.

- **Subjective norms (SN)**: perceived social pressures from important others (family, peers, social networks).
- **Perceived behavioral control (PBC)**: perceived ease or difficulty in performing the behavior.

TPB has been applied to a range of contexts, including sustainable food consumption (Boobalan & Nachimuthu, 2020), environmental behaviors (Mai et al., 2023), and green marketing (Dangelico & Vocalelli, 2021). Empirical findings consistently demonstrate its predictive power across cultural and generational settings (Liu et al., 2024).

Together, these three constructs of TPB provide a robust foundation for examining Millennials' behavioral intentions toward green cafés in Jakarta. Building on the literature, the following hypotheses are proposed:

H1: Attitude toward Behavior (ATB) positively influences Consumer Trust.

H2: Attitude toward Behavior (ATB) positively influences Behavioral Intention.

H3: Subjective Norms (SN) positively influence Consumer Trust.

H4: Subjective Norms (SN) positively influence Behavioral Intention.

H5: Perceived Behavioral Control (PBC) positively influences Consumer Trust.

H6: Perceived Behavioral Control (PBC) positively influences Behavioral Intention.

Consumer Trust in Sustainable Consumption

Although TPB is robust, researchers argue it may not fully capture the complexity of sustainable consumption. Consumer trust is increasingly recognized as a key determinant, particularly in contexts where consumers may be skeptical of greenwashing (Chen & Chang, 2012; Wang et al., 2023). Trust represents a consumer's confidence in a company's honesty, integrity, and ability to deliver genuine ecological and social benefits.

Prior studies demonstrate that consumer trust often mediates the link between TPB constructs and behavioral intention. For example, positive attitudes or normative pressures may not translate into intention without trust in the authenticity of green claims (Zhang et al., 2020; Liu et al., 2024). In hospitality and service contexts such as cafés, trust becomes especially relevant, as sustainability attributes are often intangible and require credibility to influence behavioral decisions.

Consequently, consumer trust functions both as a direct predictor of intention and as a mediator that strengthens the TPB framework in explaining sustainable behaviors.

H7: Consumer Trust mediates the relationship between Attitude toward Behavior (ATB) and Behavioral Intention.

H8: Consumer Trust mediates the relationship between Subjective Norms (SN) and Behavioral Intention.

H9: Consumer Trust mediates the relationship between Perceived Behavioral Control (PBC) and Behavioral Intention.

H10: Consumer Trust positively influences Behavioral Intention.

Behavioral Intention Toward Green Consumption

Behavioral intention reflects an individual's readiness to perform a given behavior and is considered the most immediate predictor of actual behavior (Ajzen, 1991). In sustainability contexts, intention captures consumers' motivation to support green businesses through repeated visits, positive word-of-mouth, or loyalty (Dangelico & Vocalelli, 2021). For Millennials, such intentions are not only functional but also symbolic, reflecting values of identity, social belonging, and commitment to sustainability (Sethuraman et al., 2023).

Millennials as Drivers of Green Consumption

Millennials are critical drivers of sustainable consumption trends. Characterized by digital engagement, environmental consciousness, and willingness to pay more for sustainable products, this generation seeks experiences that align with their values (McKinsey & Company, 2022; Theocharis & Tsekouropoulos, 2025). Research indicates that Millennials use consumption as a form of identity expression, often linking lifestyle choices—such as patronizing green cafés—to broader social and ecological commitments (Sethuraman et al., 2023). This makes them an ideal segment for examining the interplay between TPB constructs, trust, and behavioral intention.
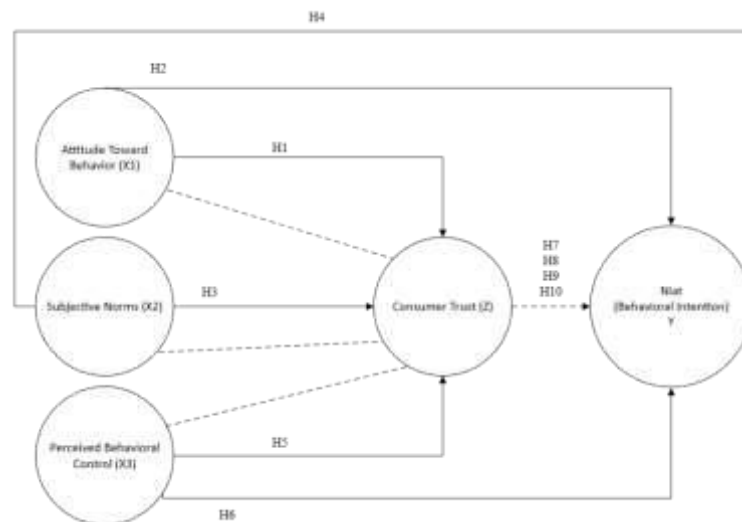

figure1. Research framework

METHOD

This study employed a quantitative research design grounded in a positivist paradigm, which emphasizes objective measurement and statistical analysis to identify causal relationships among variables. Following a deductive approach, the study began with theoretical foundations and hypotheses derived from the Theory of Planned Behavior (TPB), extended with consumer trust as a mediating variable, before proceeding with empirical testing. This design is considered appropriate for examining behavioral intentions in a structured and measurable manner. The target population consisted of Millennials in Jakarta, defined as individuals born between 1981 and 1996, who are active workers with income and an interest in green café spaces. Based on data from the Central Bureau of Statistics (BPS, 2023), Jakarta's total population is approximately 10.67 million, with Millennials representing a substantial share Sampling was conducted using non-probability accidental sampling, targeting respondents who met the criteria. The sample size was determined using Hair et al.'s (2010) guideline of 5–10 respondents per indicator. With 15 indicators, the recommended sample size ranged from 75 to 150. This study collected 150 valid responses, sufficient for multivariate analysis Data were collected through a structured online survey distributed via Google Form s between March and May 2025. The questionnaire was disseminated through social media platforms (WhatsApp, Instagram, LinkedIn) and personal networks. The use of digital platforms was chosen to ensure broad reach and effective targeting of Millennials in Jakarta

Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS software. PLS-SEM was selected due to its suitability for complex models, smaller sample sizes, and non-normal data distributions (Hair et al., 2010; Hair et al., 2022). Outer Model (Measurement Model): Convergent validity was assessed through outer loadings (>0.5) and Average Variance Extracted (AVE > 0.5). Reliability was tested using Cronbach's Alpha and Composite Reliability (CR), with thresholds >0.7. Inner Model (Structural Model): Hypotheses were tested by evaluating path coefficients, R^2 values, and predictive relevance (Q^2). The significance of paths was determined using bootstrapping with 5,000 resamples, with p-values <0.05 indicating statistical significance

This methodological framework allows rigorous testing of the extended TPB model, capturing both direct and mediated effects of ATB, SN, and PBC on Behavioral Intention through Consumer Trust.

RESULT AND DISCUSSION

Respondent Characteristics

The study surveyed 150 millennial respondents in Jakarta. Most were female (54.7%), with employees (56.7%) as the dominant occupation group. Café visits were relatively frequent, with half visiting 1–2 times per month and 34% visiting 3–5 times. This confirms that cafés function as social and lifestyle-oriented venues for millennials in Jakarta.

Table 1. Sample Profile

Variable	Category
Gender	Male (45.3%), Female (54.7%)
Occupation	Employee (56.7%), Entrepreneur (34%), Freelancer (9.3%)
Visit frequency	1–2 times/month (50%), 3–5 times (34%), >5 times (16%)

Table 2. Construct Means

Variable	Mean (1–7 Likert)	SD
Attitude Toward Behavior (ATB)	5.87	0.62
Subjective Norms (SN)	5.65	0.71
Perceived Behavioral Control (PBC)	5.33	0.75
Consumer Trust (CT)	5.49	0.68
Behavioral Intention (BI)	5.92	0.57

Base on Table 1 Overall, construct means were relatively high (5.3–5.9), suggesting that millennials in Jakarta hold favorable attitudes toward green cafés, strong social influence, and positive behavioral intentions. The highest score for Behavioral Intention (M = 5.92) highlights that millennials not only appreciate green cafés but are also inclined to recommend and revisit them. This aligns with prior findings that Millennials associate sustainability-oriented venues with identity expression and lifestyle values (Sethuraman et al., 2023).

Measurement Result (Outer Model & Inner Model)

The measurement model demonstrated strong validity and reliability. Outer loadings exceeded 0.67, AVE values were above 0.50, and Composite Reliability (CR) values exceeded 0.80, confirming convergent validity.

Table 3. Outer Loading Result

Variable	Indikator	Outer Loading	AVE	CR	Cronbach's α
Attitude Toward Behavior	ATB1	0,680	0.56	0.83	0.76
	ATB2	0,770			
	ATB3	0,813			

Behavioral Intention	BI1	0,766	0.56	0.83	0.72
	BI2	0,776			
	BI3	0,835			
Consumer Trust	CT1	0,809	0.52	0.80	0.71
	CT2	0,674			
	CT3	0,759			
Perceived Behavioral Control	PBC1	0,791	0.64	0.85	0.71
	PBC2	0,707			
	PBC3	0,788			
Subjective Norms	SN1	0,673	0.61	0.84	0.77
	SN2	0,762			
	SN3	0,798			

Source: Created by Author

Base on Table 3 The results confirm that the instruments reliably capture each construct. Consumer Trust (AVE = 0.64, CR = 0.85) showed particularly strong reliability, highlighting that respondents consistently evaluated trust dimensions (integrity, competence, and credibility). This supports previous literature that emphasizes the importance of valid measurement in green consumption contexts (Chen & Chang, 2012; Mai et al., 2023).

Table 4. Discriminant Validity Assessment Based on the Fornell-Larcker Criterion

Variable	ATB	BI	CT	PBC	CN
Attitude Toward Behavior	0,756				
Behavioral Intention	0,641	0,793			
Consumer Trust	0,577	0,508	0,749		
Perceived Behavioral Control	0,370	0,486	0,493	0,763	
Subjective Norms	0,478	0,685	0,442	0,682	0,746

Source: Created by Author

Table 4 presents the Fornell-Larcker Criterion values of the research model. The results indicate that the correlations of each construct with its own indicators are higher than with other constructs, demonstrating satisfactory discriminant validity. Therefore, both discriminant validity and convergent validity criteria are met, confirming that the research model is valid

Table 5. VIF Result

Variabel	Attitude Toward Behavior (X1)	Behavioral Intention (Y)	Consumer Trust (Z)	Perceived Behavioral Control (X2)	Subjective Norms (X3)
ATB (X1)		1.302	1.302		
BI (Y)					
CT (Z)					
PBC (X2)		1.878	1.878		
SN (X3)		2.103	2.103		

Source: Created by Author

Based on Table 5, all VIF values are below the threshold of 3.3, ranging from 1.302 to 2.103. This indicates the absence of multicollinearity among the independent variables in the model. Accordingly,

each construct demonstrates an independent contribution in predicting the dependent variables, namely Consumer Trust (Z) and Behavioral Intention (Y)

Table 6. R-Square (R²) Values

Variabel	R Square	R Square Adjusted
Behavioral Intention	0,596	0,588
Consumer Trust	0.426	0.415

Source: Created by Author

Based on Table 6, the R-Square value for Behavioral Intention is 0.596, indicating that Attitude Toward Behavior, Consumer Trust, Perceived Behavioral Control, and Subjective Norms explain 59.6% of the variance in Behavioral Intention, while the remaining 40.4% is explained by other variables outside the research model. Meanwhile, the R-Square value for Consumer Trust is 0.426, suggesting that 42.6% of the variance in consumer trust can be explained by the constructs within the model.

Table 7. Effect Size (f²) Value

Variabel	Attitude Toward Behavior (X1)	*Behavioral Intention (Y)*	*Consumer Trust* (Z)	*Perceived Behavioral Control* (X2)	*Subjective Norms* (X3)
ATB (X1)		0.314	0.290		
BI (Y)					
CT (Z)					
PBC (X2)		0.000	0.100		
SN (X3)		0.282	0.000		

Source: Created by Author

Based on Table 7, Attitude Toward Behavior (ATB) makes a significant contribution to both dependent variables, namely Behavioral Intention (f² = 0.314) and Consumer Trust (f² = 0.290), which fall within the medium-to-large effect size category. This finding highlights the critical role of attitude in shaping both consumer trust and behavioral intention. Meanwhile, Perceived Behavioral Control (PBC) shows a medium effect on Behavioral Intention (f² = 0.282) and a small effect on Consumer Trust (f² = 0.100), indicating an influence that is present but not dominant. Subjective Norms (SN) also exhibit a medium effect on Behavioral Intention (f² = 0.282) but no effect on Consumer Trust (f² = 0.000). Furthermore, Consumer Trust itself shows no direct effect on Behavioral Intention (f² = 0.000), suggesting that trust does not serve as a strong predictor of behavioral intention in this context.

Table 8. Predictive Relevance (Q²) Result

Variabel	*Q-Square*	RMSE	MAE
BI	0.573	0.672	0.527
CT	0.365	0.813	0.586

Source: Created by Author

Based on Table 8, the Q-Square value for Behavioral Intention (BI) is 0.573, while for Consumer Trust (CT) it is 0.365. Referring to the criteria suggested by Hair et al. (2022), both values exceed the threshold of 0.35, indicating that the model possesses strong predictive relevance for the two endogenous variables. This is further supported by the relatively low RMSE and MAE values, suggesting minimal prediction error. Therefore, the model not only explains the relationships among variables but also demonstrates good predictive capability."

Table 9. Fit Model Assessment

Parameter	Saturated Model	Estimated Model
SRMR	0.110	0.110
d_ULS	1.452	1.460
d_G	0.482	0.484
Chi-Square	406.444	407.377
NFI	0.526	0.525

Source: Created by Author

Based on Table 9, the model fit assessment shows that the SRMR value of 0.110 is slightly above the ideal threshold of 0.10 but remains within an acceptable tolerance range. The discrepancy values, such as d_ULS and d_G, between the saturated and estimated models are nearly identical, indicating consistency and stability of the model. Similarly, the Chi-Square values demonstrate only a minimal difference between the saturated and estimated models, suggesting the absence of overfitting. However, the Normed Fit Index (NFI) value of 0.525 indicates a moderate level of model fit. Overall, the model demonstrates an adequate degree of fit and can be considered appropriate for further interpretation.
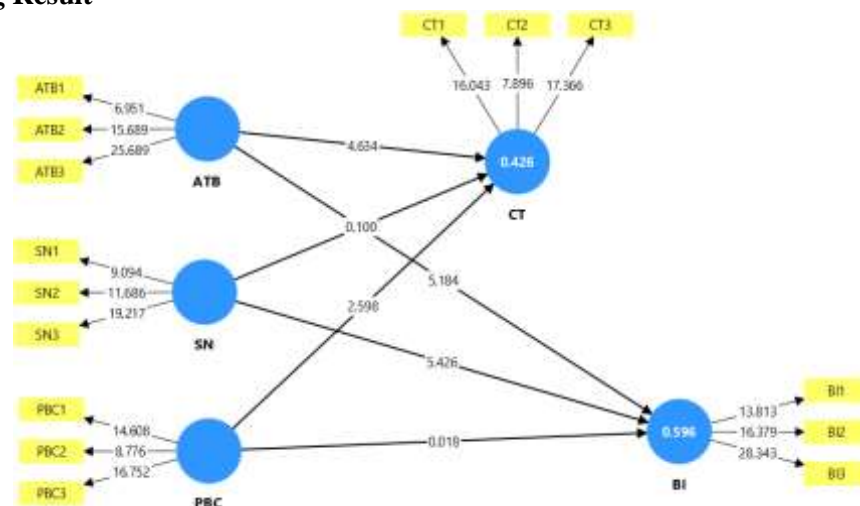
Bootstraping Result

figure 2. Hypotheses Testing Results

Hypotheses testing showed mixed results: Attitude and Subjective Norms strongly influenced Behavioral Intention, while Perceived Behavioral Control only influenced Trust. Surprisingly, Consumer Trust did not significantly mediate or directly predict Behavioral Intention.

Table 5. Hypotheses Testing Results

Hypothesis	Path	β	t-value	p-value	Decision
H1	ATB → CT	0.456	6.82	0.000	Supported
H2	ATB → BI	0.362	5.01	0.000	Supported
H3	SN → CT	0.005	0.69	0.482	Rejected
H4	SN → BI	0.488	7.44	0.000	Supported
H5	PBC → CT	0.321	2.81	0.005	Supported
H6	PBC → BI	–0.029	0.89	0.372	Rejected
H7	ATB → CT → BI	–	1.12	0.262	Rejected
H8	SN → CT → BI	–	0.74	0.461	Rejected

H9	PBC → CT → BI	–	0.92	0.355	Rejected
H10	CT → BI	0.097	1.51	0.126	Rejected

Source: Created by Author

DISCUSSION

H1 & H2 (ATB → CT & BI): Supported. Attitudes strongly influenced both trust and intention, showing that millennials' favorable evaluations of ecological and lifestyle benefits directly translate into trust and consumption intention. This supports Ajzen (1991) and aligns with green consumer studies (Boobalan & Nachimuthu, 2020).

H3 (SN → CT): Rejected. Social influence did not build trust, suggesting that millennials may act on peer expectations without fully believing in the café's sustainability claims. This aligns with Zhang et al. (2020), who found social pressure shapes behavior more than trust.

H4 (SN → BI): Supported. Social norms were the strongest predictor of intention, confirming the role of peer networks and digital communities in shaping millennial lifestyle consumption.

H5 & H6 (PBC → CT & BI): Mixed. PBC influenced trust but not intention. This indicates that accessibility and affordability strengthen credibility but do not drive intention directly. Liu et al. (2024) similarly note that millennials prioritize social identity and symbolic value over control perceptions.

H7–H9 (Mediations): Rejected. Consumer Trust did not mediate TPB variables, diverging from prior findings (Chen & Chang, 2012; Wang et al., 2023).

H10 (CT → BI): Rejected. Trust did not significantly predict intention, suggesting that millennials in Jakarta rely more on visible experiences and social validation rather than trust alone when deciding to patronize green cafés

CONCLUSION

This study examined how the Theory of Planned Behavior (TPB) constructs—Attitude Toward Behavior (ATB), Subjective Norms (SN), and Perceived Behavioral Control (PBC)—influence Consumer Trust (CT) and Behavioral Intention (BI) among millennials toward green café spaces in Jakarta. It further investigated the mediating role of consumer trust.

The results confirm that attitude and subjective norms are the strongest predictors of behavioral intention. Millennials who perceive green cafés positively, in terms of comfort, freshness, and ecological value, are more likely to trust these cafés and intend to visit them. Similarly, social influence from peers and communities significantly drives behavioral intentions, highlighting the role of social trends and collective lifestyles in shaping millennial choices.

Conversely, consumer trust did not directly predict intention nor mediate TPB constructs, diverging from findings in prior green marketing studies. This suggests that millennials' decisions to visit green cafés are more strongly shaped by personal attitudes and social validation rather than institutional trust. Additionally, while perceived behavioral control (e.g., affordability and accessibility) significantly shaped trust, it failed to influence behavioral intention directly, underscoring that functional considerations are secondary compared to symbolic and social drivers.

From the ten hypotheses tested, four were supported (H1, H2, H4, H5) and six were rejected (H3, H6, H7, H8, H9, H10). These findings indicate that consumer intention toward sustainable cafés is directly influenced by attitudes and social norms, while trust and control perceptions play a more limited role.

Theoretical Implications

This research extends TPB by integrating consumer trust, yet the absence of significant mediation indicates potential conceptual overlap between attitude and trust. Future studies should test trust as a moderator rather than mediator and consider incorporating external factors such as environmental concern, green lifestyle orientation, or experiential value to enrich the TPB framework in sustainability contexts

Practical Implications

For café managers, the findings highlight the importance of:

- Enhancing experiential satisfaction, as authentic green elements (fresh air, natural lighting, greenery) strongly shape attitudes and loyalty.
- Leveraging social influence through collaborations with green communities and environmental campaigns to strengthen normative pressures.
- Ensuring accessibility and diversity of locations, which reinforces trust though not directly intention.
- Demonstrating authenticity and transparency, to reduce consumer skepticism toward greenwashing and build long-term loyalty

Limitations and Future Research

This study is limited by potential conceptual overlap between attitude and trust, as both may capture perceptions of authenticity and sustainability benefits. Additionally, the role of trust within TPB remains debated, with no consensus on whether it should act as a mediator, moderator, or external construct. Future research should refine the measurement of trust and explore mixed-method approaches to capture deeper consumer motivations

In conclusion, this study shows that millennials' behavioral intentions toward green cafés in Jakarta are primarily shaped by personal attitudes and social norms, with consumer trust and perceived control playing secondary roles. These findings contribute to refining TPB applications in sustainability research and provide practical insights for the development of eco-conscious café strategies in urban settings.

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