

## Sustainable Fashion MSMEs in Indonesia: How Consumption Value and Green Trust Shape Purchase Intentions

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### ABSTRACT

**Purpose** – This paper aims to examine how consumption value comprising functional, social, and emotional dimensions, and green trust influence the purchase intention of sustainable fashion products offered by Micro, Small, and Medium Enterprises (MSMEs) in Indonesia.

**Methodology/approach** – A quantitative survey was conducted among 200 respondents across Indonesia. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) to evaluate both direct and mediating effects between consumer value dimensions, green trust, and purchase intention.

**Findings** – The results show that functional and emotional values have a significant direct influence on purchase intention, while social value does not. However, green trust plays a significant mediating role in linking all three dimensions of consumer value to purchase intention.

**Novelty/value** – This study emphasizes the importance of green trust in reinforcing the impact of perceived consumer value on purchase intention in the sustainable fashion sector. The findings provide strategic insights for Indonesian MSMEs to craft marketing approaches that strengthen both value perception and environmental credibility, particularly among young and eco-conscious consumers.

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### INTRODUCTION

The fashion industry, particularly through the rise of fast fashion, has contributed significantly to environmental degradation (Sagapova et al., 2022). Fast fashion encourages excessive production and consumption, generating up to 90 million tons of waste annually (Shamsuzzaman et al., 2025). Natural fibers like cotton take over a decade to decompose (Shirvanimoghaddam et al., 2020), while synthetic ones such as polyester may take up to 200 years (Gupta & Saini, 2020). The industry also accounts for 20% of global industrial water pollution (Kinasih & Wardhana, 2024) and contributes 10% of global carbon emissions (Niinimäki et al., 2020), surpassing emissions from international aviation and shipping (Wren, 2022; Carbon Trail, 2025). In Indonesia, fashion ranks second in e-commerce transaction volume, with rising fast fashion purchase intentions (Katadata & Kredivo, 2023; Standard Insights, 2024). MSMEs dominate the sector, contributing 18.1% to the national creative economy (Yudi, 2022), while also posing environmental risks (Krismawintari, 2024).

Sustainable fashion offers a solution by integrating eco-friendly materials and ethical practices (Mizrachi & Tal, 2022; Kaya, 2023). Brands like SukkhaCitta and Pijak Bumi apply traceable and

sustainable production methods (Waste 4 Change, 2022; Tania & Meiden, 2024). Approximately 30% of fashion MSMEs have adopted such practices (Bank Indonesia, 2023). These efforts align with the Sustainable Development Goals (SDGs), particularly SDG 12 (Responsible Consumption), SDG 13 (Climate Action), and SDG 14 (Life Below Water), promoting reduced waste and responsible fashion consumption (Muthu & Gardetti, 2020; United Nations, 2025; Kim & Lee, 2022). To drive change, both producers and consumers must adopt sustainable consumption behaviors (Ritch, 2021; Yang et al., 2024). Changing consumer behavior towards the intention to purchase eco-friendly products is an important initial step in protecting the environment and sustainability in MSMEs is not only an environmental issue, but also a matter of long-term business resilience (Ardheta & Shiratina, 2024; Ramli et al., 2022).

One relevant framework is the Consumption Value Theory (CVT), which posits that purchasing decisions are influenced by several value dimensions. Three values that are particularly influential in the context of sustainable fashion are functional value, social value, and emotional value. Functional value refers to the product's quality and utility, social value relates to social recognition, and emotional value reflects the internal satisfaction or positive emotions derived from consuming the product. These three values shape consumer perceptions and can influence purchase intentions (McCharty et al., 2025). However, perceived value alone may not be sufficient to drive purchase decisions without trust in the product. In the context of sustainable products, this trust is referred to as green trust, the extent to which consumers believe that a product's sustainability claims are credible and reliable. Green trust is built through brand experience, the credibility of environmental communication, and transparency in production processes. Hence, green trust is believed to play a pivotal role in bridging the gap between perceived value and purchase intention (Mawardi et al., 2024).

Previous studies have shown that functional, social, and emotional values significantly affect purchase intentions for environmentally friendly products. Several studies also suggest that green trust serves as a mediating variable that strengthens the influence of these three values on purchase intention. However, most of these studies have been conducted in foreign contexts and have yet to specifically examine sustainable fashion products within Indonesia's MSME sector. In fact, local consumer characteristics and the MSME business context in Indonesia possess unique features that warrant contextualized investigation. The lack of research on Indonesian sustainable fashion MSMEs also limits practical insights for sustainable marketing. Therefore, this study aims to offer both theoretical and practical contributions by enhancing marketing strategies and promoting responsible consumption. On the other hand, MSME actors need clear strategies to build consumer trust and communicate sustainability values effectively. Promotional efforts that highlight functional, social, and emotional benefits, supported by green trust can enhance purchase intention. This study seeks to support the development of green marketing strategies for Indonesian MSMEs and enrich the literature on sustainable consumer behavior in developing countries. It focuses on analyzing the influence of consumption values on purchase intention, with green trust as a mediating variable.

## **LITERATURE REVIEW**

### **Sustainable Fashion and Sustainability**

Sustainable fashion is an approach in the fashion industry that seeks to minimize negative environmental impacts while maintaining social and economic responsibility (Thakker & Sun., 2023). It emphasizes the use of eco-friendly materials, energy-efficient production, and ethical labor practices. This aligns with the Triple Bottom Line (TBL) framework, which balances people, planet, and profit (Nogueira et al., 2023). First introduced by Elkington (1994), TBL advocates a shift from purely profit-driven motives to sustainability-driven operations, especially important in the context of fast fashion's overproduction and waste (Damico et al., 2022).

In Indonesia, the growing awareness of sustainability has led several MSMEs such as SukkhaCitta, Pijak Bumi, Sare Studio, and Osem to integrate environmentally friendly practices (Waste 4 Change, 2022). These efforts are aligned with the Sustainable Development Goals (SDGs), particularly SDG 12 on Responsible Consumption and Production, SDG 13 on Climate Action, and SDG 14 on Life Below Water (Adiyoso, 2022; Küfeoğlu, 2022). SDG 12.5 specifically targets waste reduction through recycling and reuse, which directly corresponds with sustainable fashion objectives.

### **Consumer Behavior**

Consumer behavior refers to the decision-making process and actions taken by individuals when selecting, purchasing, using, and disposing of products and services (Šostar & Ristanović, 2023; Manuere et al., 2022). Within the scope of green consumption, Li (2020) defines environmentally conscious consumer behavior as one that protects human and environmental health. This concept is further elaborated through Maslow's hierarchy of needs, which illustrates that after fulfilling basic needs, consumers seek esteem and self-actualization, both relevant to sustainable product choices (Ghaleb, 2024; Virginia & Satria, 2022). Young consumers, especially Generation Z, often express high awareness of environmental issues, yet this does not always translate into actual purchase behavior. This "attitude-behavior gap" calls for a deeper understanding of value-based drivers such as trust and perceived benefit (Nassè., 2021).

### **Consumption Value Theory**

Consumption Value Theory (CVT), developed by Sheth et al. (1991), proposes that consumer choice is driven by multiple perceived values (functional, social, emotional, epistemic, and conditional). In the context of sustainable fashion, consumption value is conceptualized as a multidimensional construct consisting of functional, social, and emotional values. Functional value reflects consumers' perceptions of a product's practical benefits, such as quality, design, price, and overall utility (McCharty et al., 2025; Rutelione & Bhutto, 2024). Social value captures the extent to which product use enhances social image, group acceptance, and perceived contribution to society (Shah et al., 2023; Amin & Tarun, 2020). Emotional value relates to positive emotional responses such as pride, moral satisfaction, and a sense of becoming a better person through environmentally conscious consumption (Helinski et al., 2025; Tanrikulu, 2021). These value dimensions are critical for marketers in understanding how consumers interpret the relevance of sustainable fashion offerings (Mason et al., 2023).

### **Purchase Intention**

Purchase intention represents a consumer's inclination to buy a product in the near future and serves as a reliable predictor of actual purchasing behavior (Okur et al., 2023; Nadyasworo et al., 2020). Rooted in the Reasoned Action Theory and the Theory of Planned Behavior (Ajzen & Fishbein, 1980, 1991), it reflects the influence of cognitive and affective evaluations in decision-making (Amin & Tarun, 2020). Factors such as perceived value, product attitude, brand trust, and social influence have been identified as key determinants (Prisco et al., 2025). In the sustainable fashion context, environmental awareness and consumer experiences also shape purchase intention (Dangelico et al., 2022). Common indicators include preference for green over conventional products, willingness to support environmental causes, active search behavior, and future purchase plans (Helinski et al., 2025).

### **Consumption Value and Purchase Intention**

Previous studies show mixed findings on the relationship between these values and purchase intention. Rutelione and Bhutto (2024) found significant positive effects of functional, social, and emotional values on green purchase intention. Meanwhile, Amin and Tarun (2020) reported that only emotional value had a direct influence, while functional and social values did not show a significant impact. Therefore, the following hypotheses are proposed:

H1: Functional value has a significant effect on purchase intention of sustainable fashion products from Indonesian MSMEs.

H2: Social value has a significant effect on purchase intention of sustainable fashion products from Indonesian MSMEs.

H3: Emotional value has a significant effect on purchase intention of sustainable fashion products from Indonesian MSMEs.

### **Green Trust**

Green trust refers to consumers' belief in the environmental integrity of a product, which encourages them to choose products that do not harm the environment (Yahya, 2022). The concept was first introduced by Chen (2010), who found that green trust significantly influences both green purchase intentions and behavior (Amin & Tarun, 2020). It reflects a consumer's willingness to rely on a product, service, or brand based on the perceived credibility, honesty, and environmental performance of that offering (Wibowo et al., 2022). As sustainability trends grow stronger among consumers, green trust

also becomes a driver that compels companies to comply with stricter environmental regulations (Mawardi et al., 2024).

According to Wirianto and Adialita (2020), green trust can be measured through several indicators. First is trust in environmental image, which reflects a consumer's belief that the product's overall green image is reliable. Second is trust in environmental functionality, where consumers believe that the environmental features of the product are dependable. Third, trust in environmental claims refers to the credibility consumers assign to the environmental claims made about the product or service. Lastly, trust in environmental performance reflects the extent to which the product's actual environmental performance meets the consumer's expectations.

### **Consumption Value and Green Trust**

Previous studies show consistent findings on the relationship between consumption value and green trust. Amin and Tarun (2020) found that functional, social, and emotional values each have a significant and positive influence on green trust. Similarly, Shah et al. (2023) confirmed that consumers are more likely to trust environmental claims when products offer strong functional performance, enhance social identity, and evoke positive emotional responses. Meanwhile, Park and Yoon (2022) highlighted the role of social value in reinforcing consumers' belief in a brand's environmental commitment. Although most studies support this positive association, empirical investigations within the context of Indonesian sustainable fashion MSMEs remain limited. Therefore, the following hypotheses are proposed:

H4: Functional value has a significant effect on green trust of sustainable fashion products from Indonesian MSMEs.

H5: Social value has a significant effect on green trust of sustainable fashion products from Indonesian MSMEs.

H6: Emotional value has a significant effect on green trust of sustainable fashion products from Indonesian MSMEs.

### **Green Trust and Purchase Intention**

Green trust is a critical factor in driving purchase intention for sustainable fashion products. Consumers' trust in a brand's integrity and environmental commitment influences their confidence in making a purchase (Wirianto & Adialita, 2020). Products that are believed to have credible sustainability claims are more likely to be favored and chosen. This indicates that green trust can strengthen the link between perception and decision-making. Prior studies have consistently shown that green trust positively influences purchase intention. Sitio et al. (2021) found a significant relationship between green trust and consumers' willingness to buy green products. Similarly, Park and Yoon (2022) confirmed the direct impact of green trust on purchase intention in the context of eco-friendly consumption. Therefore, the following hypothesis is proposed:

H7: Green trust has a significant effect on purchase intention of sustainable fashion products from Indonesian MSMEs.

### **Green Trust as Mediator**

Green trust not only has a direct influence but also serves as a mediating variable in the relationship between consumption values and purchase intention. Consumers who perceive functional, social, and emotional value in a product are more likely to trust the brand, and this trust in turn strengthens their intention to purchase (Shah et al., 2023). The mediating role of green trust explains how value perceptions can indirectly drive behavior through the formation of trust. Therefore, understanding this mediating mechanism is essential for designing effective communication strategies in sustainable product marketing. Amin and Tarun (2020) demonstrated that green trust significantly mediates the relationship between consumption values—including emotional and social value—and purchase intention. Shah et al. (2023) confirmed similar findings, highlighting the mediating effect of green trust across all three value dimensions. Additionally, Park and Yoon (2022) emphasized the mediating role of green trust in the link between social value and green purchase behavior. Based on this, the following hypotheses are proposed:

H8: Green trust mediates the effect of functional value on purchase intention of sustainable fashion products from Indonesian MSMEs.

H9: Green trust mediates the effect of social value on purchase intention of sustainable fashion products from Indonesian MSMEs.

H10: Green trust mediates the effect of emotional value on purchase intention of sustainable fashion products from Indonesian MSMEs.

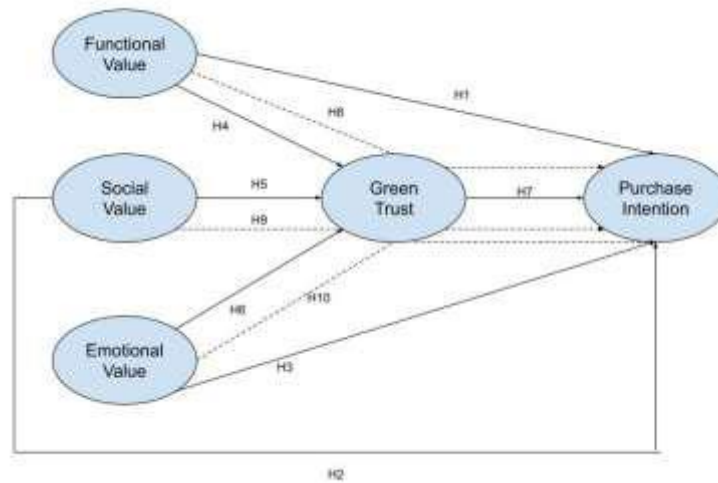


figure 1. Conceptual Framework

**METHOD**

This study employed a quantitative approach with a causal research design to examine the relationships among consumption values (functional value, social value, and emotional value), green trust, and purchase intention in the context of purchasing sustainable fashion products from Indonesian micro, small, and medium enterprises (MSMEs). The aim of this research is to identify both direct and indirect effects among variables, as well as to test the mediating role of green trust within the proposed model. This design was chosen because it enables the explanation of cause-and-effect relationships among variables and is suitable for theory-based hypothesis testing (Waruwu, 2024; Asyorori & Andani, 2023).

The target population of this study comprises individuals in Indonesia who have previously purchased products from sustainable fashion brands produced by MSMEs. This population was selected as it represents actual consumers with experience in evaluating and purchasing sustainable fashion products from MSMEs. The sampling technique employed was purposive sampling, with criteria including individuals residing in Indonesia and having prior experience purchasing sustainable fashion products from MSMEs (Agustini et al., 2023).

Data were collected through an online questionnaire distributed via social media platforms and other digital networks. The questionnaire consisted of two main sections: the first covered respondents' demographic information, while the second contained statements to measure each variable using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree) (Sugiyono., 2020). The indicators in the questionnaire were developed based on established theories and previous research and were adapted to the context of sustainable fashion within Indonesia's MSME sector.

The collected data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS 4 software. This method was chosen due to its ability to handle complex models, validate latent constructs, and its robustness against violations of normality assumptions. Reliability, convergent validity, and discriminant validity tests were conducted prior to hypothesis testing to ensure the quality of the measurement instrument. Hypotheses were tested based on t-statistics and p-values, following the guidelines of Hair et al. (2022), where for a two-tailed test, relationships are considered statistically significant if the t-statistic > 1.96 and p-value < 0.05.

Table 1. Variables Operation

Variables	No. of items	Source
Functional Value	4	Amin & Tarun (2020)
Social Value	5	

Emotional Value	3	
Green Trust	4	Helinski et al (2025)
Purchase Intention	4	Wiranto & Adialita (2020)

## RESULT AND DISCUSSION

### Respondent Characteristics

A total of 200 respondents successfully completed the questionnaire for this study. The sample consisted of individuals aged 18 and above who were aware of environmental issues and interested in sustainable fashion products from MSMEs. Demographically, the respondents varied in terms of gender, age, educational background, occupation, monthly income, and domicile. The majority resided in urban areas, which typically offer better access to information about sustainability practices. Descriptive statistical analysis was employed to obtain an initial overview of the distribution and trends of each construct examined in this study.

Table 2. Demographic Profile of Respondent

Characteristics	Frequency	Percent (%)
<b>Gender</b>		
Male	113	56,5%
Female	87	43,5%
<b>Age</b>		
18 - 25 years	57	28,5%
26–35 years	47	23,5%
36–45 years	53	26,5%
Above 45 years	43	21,5%
<b>Education</b>		
High School or equivalent	40	20,0%
Diploma (D1–D4)	37	18,5%
Bachelor’s degree (S1)	59	29,5%
Master’s degree (S2)	51	25,5%
Doctorate (S3)	13	6,5%
<b>Occupation</b>		
Civil servant	38	19,0%
Private employee	60	30,0%
Entrepreneur	42	21,0%
Housewife	21	10,5%
Student	14	7,0%
Unemployment	7	3,5%
Others	18	9,0%

### Measurement Result (Outer Model & Inner Model)

Table 3. Outer Loading, Convergent Validity (AVE), and Composite Reliability Results

Variable	Indicator	Outer Loading	Average Variance Extracted (AVE)	Cronbach's Alpha	Composite Reliability (rho_a)
Functional Value	FV1	0.765	0.651	0.821	0.825
	FV2	0.848			
	FV3	0.824			
	FV4	0.788			
Social Value	SV1	0.731	0.539	0.789	0.803
	SV2	0.717			
	SV3	0.708			
	SV4	0.745			
	SV5	0.769			
Emotional Value	EV1	0.847	0.709	0.795	0.799
	EV2	0.837			
	EV3	0.842			
Green Trust	GT1	0.836	0.647	0.818	0.821
	GT2	0.786			
	GT3	0.773			
	GT4	0.821			
Purchase Intention	PI1	0.826	0.657	0.827	0.830
	PI2	0.804			
	PI3	0.822			
	PI4	0.791			

Based on Table 3, outer loading value greater than 0.70 indicates that each indicator effectively represents the corresponding latent construct being measured. Thus, the measurement items are considered valid and can be utilized in the subsequent structural model analysis. Furthermore, on Table 3 as well, it was shown each construct has an Average Variance Extracted (AVE) value above 0.50, indicating that the construct explains more than half of the variance in its indicators. This result confirms that all latent variables in the model have adequately met the criteria for convergent validity. The results of the reliability test shown in Table 3 highlighted that all constructs have Cronbach's Alpha values above 0.70, indicating acceptable internal consistency. Additionally, the Composite Reliability (rho\_a and rho\_c) values for each variable exceed 0.70, confirming that all constructs meet the required threshold for construct reliability. Therefore, the measurement instruments used in this study are considered reliable.

Table 4. Discriminant Validity (HTMT Criteria) Result

	EV	FV	GT	PI	SV
Emotional Value (EV)	–	–	–	–	–

	EV	FV	GT	PI	SV
Functional Value (FV)	0.726	–	–	–	–
Green Trust (GT)	0.761	0.790	–	–	–
Purchase Intention (PI)	0.746	0.837	0.825	–	–
Social Value (SV)	0.517	0.605	0.707	0.568	–

Based on Table 4 shown above, the HTMT values for all pairs of constructs are below the threshold of 0.90, indicating that discriminant validity has been satisfactorily established. This suggests that each latent variable is empirically distinct and represents a different conceptual domain from the others.

Table 5. Collinearity Test (VIF) Result

Variable	Indicator	VIF
Functional Value	FV1	1.651
	FV2	2.053
	FV3	1.774
	FV4	1.640
Social Value	SV1	1.578
	SV2	1.541
	SV3	1.427
	SV4	1.491
	SV5	1.464
Emotional Value	EV1	1.637
	EV2	1.663
	EV3	1.794
Green Trust	GT1	1.842
	GT2	1.660
	GT3	1.589
	GT4	1.778
Purchase Intention	PI1	1.755
	PI2	1.666
	PI3	1.861
	PI4	1.715

The analysis results shown from Table 5 indicates that all Variance Inflation Factor (VIF) values are below 3.0, indicating the absence of multicollinearity issues and ensuring that the estimation of path coefficients in the structural model is not biased.

Table 6. R-Square (R<sup>2</sup>) Values

Variable	R <sup>2</sup> Value	Interpretation
Green Trust	0.569	Moderate
Purchase Intention	0.598	Moderate

Based on the results presented in Table 6, the R<sup>2</sup> value for the Green Trust variable is 0.569, while the R<sup>2</sup> value for Purchase Intention is 0.598. Both values fall within the moderate category,



indicating that the model is able to explain approximately 56.9% of the variance in Green Trust and 59.8% of the variance in Purchase Intention. This suggests that the exogenous constructs used in the study have a satisfactory explanatory power for the endogenous variables.

Table 7. Effect Size ( $f^2$ ) Value

Relationship	$f^2$ Value	Effect Size
Functional Value → Green Trust	0.135	Small
Functional Value → Purchase Intention	0.172	Medium
Social Value → Green Trust	0.144	Small
Social Value → Purchase Intention	0.001	Small
Emotional Value → Green Trust	0.139	Small
Emotional Value → Purchase Intention	0.051	Very Small
Green Trust → Purchase Intention	0.105	Small

Based on the results presented in Table 7, the effect size ( $f^2$ ) values indicate varying degrees of influence among the constructs. Functional Value has a moderate effect on Purchase Intention ( $f^2 = 0.172$ ) and a small effect on Green Trust ( $f^2 = 0.135$ ). Social Value exerts a small effect on Green Trust ( $f^2 = 0.144$ ), but a negligible effect on Purchase Intention ( $f^2 = 0.001$ ), indicating minimal contribution. Similarly, Emotional Value shows a small effect on Green Trust ( $f^2 = 0.139$ ) and a very small effect on Purchase Intention ( $f^2 = 0.051$ ). Meanwhile, Green Trust has a small effect on Purchase Intention ( $f^2 = 0.105$ ), suggesting an important yet limited role in mediating the relationship between consumption values and purchase intention.

Table 8. Predictive Relevance ( $Q^2$ ) Result

Variable	$Q^2$ Predict	Interpretation
Green Trust	0.536	Large Predictive Power
Purchase Intention	0.520	Large Predictive Power

From Table 8 results we can summarize that the predictive relevance ( $Q^2$ ) test indicate that Green Trust has a  $Q^2$  value of 0.536, and Purchase Intention has a  $Q^2$  value of 0.520. Both values exceed the threshold of 0.35, suggesting that the model has strong predictive power for each endogenous variable. Thus, the model developed in this study is capable of explaining the data variance substantially. These findings further support the validity of the structural model in predicting consumer behavior toward sustainable fashion products.

### Bootstrapping Result

Table 9. Result of Direct Hypothesis Testing

Hypothesis	Relationship	Path Coefficient	T Statistic	P Value	Result
H1	Functional Value → Purchase Intention	0.372	4.589	0.000	Accepted
H2	Social Value → Purchase Intention	0.021	0.334	0.738	Rejected
H3	Emotional Value → Purchase Intention	0.192	2.217	0.027	Accepted
H4	Functional Value → Green Trust	0.322	4.279	0.000	Accepted
H5	Social Value → Green Trust	0.294	4.334	0.000	Accepted
H6	Emotional Value → Green Trust	0.303	3.658	0.000	Accepted

<b>Hypothesis</b>	<b>Relationship</b>	<b>Path Coefficient</b>	<b>T Statistic</b>	<b>P Value</b>	<b>Result</b>
H7	Green Trust → Purchase Intention	0.313	3.623	0.000	Accepted

In Table 9, functional Value was found to have a positive and significant effect on Purchase Intention (H1), with a path coefficient of 0.372, a t-statistic of 4.589, and a p-value of 0.000. This result supports the previous findings by Rutelione & Bhutto (2024), which also reported a positive and significant relationship between functional value and purchase intention. The findings indicate that consumers’ perceptions of the quality, utility, and efficiency of sustainable products play a substantial role in shaping their purchase intention. The higher the perceived functional value, the greater the likelihood that consumers will proceed with a purchase. This underscores the importance of rational aspects in the decision-making process for sustainable fashion products.

The relationship between Social Value and Purchase Intention was found to be not significant (H2), with a path coefficient of 0.021, a t-statistic of 0.334, and a p-value of 0.738, thus leading to the rejection of the hypothesis. This finding aligns with the study by Amin & Tarun (2020), which also reported that Social Value does not have a direct influence on Purchase Intention. The result suggests that social factors, such as status or peer acceptance, do not directly affect consumers’ intention to purchase sustainable fashion products. In the context of this study, it is likely that consumers are more influenced by personal or emotional values than by social considerations. This reflects a shift in purchasing preferences toward more individualistic and meaning-driven decisions.

The relationship between Emotional Value and Purchase Intention was found to be positive and significant (H3), with a path coefficient of 0.192, a t-statistic of 2.217, and a p-value of 0.027, thus supporting the hypothesis. This result aligns with the findings of Helinski et al. (2025), which also demonstrate a significant positive influence of Emotional Value on Purchase Intention. This indicates that the higher the emotional value perceived by consumers—such as feelings of pride, joy, or satisfaction toward the product—the stronger their intention to purchase. This finding underscores that positive emotions experienced during interaction with sustainable products can serve as an important driver in purchase decisions. This is especially relevant in the context of ethically charged and sustainability-driven products such as eco-friendly fashion.

The analysis also shows that Functional Value has a positive and significant influence on Green Trust (H4), with a path coefficient of 0.322, a t-statistic of 4.279, and a p-value of 0.000, thus confirming the hypothesis. This finding is consistent with Shah et al. (2023), who found that consumers’ perception of functional value contributes to building trust in environmentally friendly products. It implies that the more consumers value the usefulness, efficiency, and performance of a product, the more they trust its sustainability claims. This trust stems from the belief that products that perform well are more credible in fulfilling their environmental commitments. Therefore, Functional Value is a fundamental component in establishing Green Trust.

The relationship between Social Value and Green Trust was also found to be positive and significant (H5), with a path coefficient of 0.294, a t-statistic of 4.334, and a p-value of 0.000, thus supporting the hypothesis. This result corroborates Shah et al. (2023), who emphasized the significant role of Social Value in shaping trust in sustainable products. The finding suggests that social support, recognition, and positive perceptions from one’s surroundings can enhance consumer confidence in a product’s sustainability commitment. Although Social Value does not directly influence Purchase Intention, it contributes indirectly through the development of Green Trust. Thus, Social Value plays a strategic, albeit indirect, role in influencing purchasing decisions of sustainable products.

The test results also indicate that Emotional Value has a positive and significant effect on Green Trust (H6), with a path coefficient of 0.303, a t-statistic of 3.658, and a p-value of 0.000, confirming the hypothesis. This finding aligns with Amin & Tarun (2020), who also highlighted the importance of emotional value in forming Green Trust. Positive emotions generated from consumers’ experiences with sustainable products such as feelings of satisfaction, safety, or pride reinforce their belief in the authenticity of the product’s sustainability claims. These emotional responses help create a deeper bond and foster trust in environmentally friendly products. Accordingly, Emotional Value serves as one of the core foundations for building Green Trust.

Finally, the relationship between Green Trust and Purchase Intention was found to be positive and significant (H7), with a path coefficient of 0.313, a t-statistic of 3.623, and a p-value of 0.000, thus confirming the hypothesis. This finding is in line with Park & Yoon (2022), who noted the pivotal role of Green Trust in enhancing consumers' purchase intentions. In other words, the greater the consumer's trust in a product's environmental commitment, the higher their likelihood of purchasing it. This trust reflects a belief that the product genuinely adheres to the sustainability standards it claims. Therefore, Green Trust is a key factor in shaping sustainability-oriented purchasing behavior.

Table 10. Result of Indirect Hypothesis Testing

Hypothesis	Indirect Relationship	Path Coefficient	T Statistic	P Value	Result
H8	Functional Value → Green Trust → Purchase Intention	0.101	2.520	0.012	Accepted
H9	Social Value → Green Trust → Purchase Intention	0.092	2.662	0.008	Accepted
H10	Emotional Value → Green Trust → Purchase Intention	0.095	2.970	0.003	Accepted

The analysis from the data author gathered in Table 10 revealed that Green Trust significantly mediates the relationship between Functional Value and Purchase Intention (H8), with a path coefficient of 0.101, a t-statistic of 2.520, and a p-value of 0.012, thus supporting the hypothesis. This finding supports the study by Shah et al. (2023), which also demonstrated a partial mediation effect of Green Trust in the link between Functional Value and Purchase Intention. It suggests that consumers' perception of functional benefits not only directly influences purchase intention but also does so indirectly through the formation of trust in the product's sustainability. This mediating effect reinforces the dual role of Functional Value in shaping purchasing decisions. Thus, functional attributes and trust in green claims complement each other in enhancing the intention to purchase sustainable products.

The test also indicated that Green Trust significantly mediates the relationship between Social Value and Purchase Intention (H9), with a path coefficient of 0.092, a t-statistic of 2.662, and a p-value of 0.008, hence confirming the hypothesis. This finding aligns with Amin & Tarun (2020), who found that the influence of Social Value on Purchase Intention is fully mediated through Green Trust. This means that Social Value does not directly affect purchase intention, but it significantly impacts it indirectly, provided that it first builds consumer trust in the product's sustainability. These results imply that social recognition or positive perceptions from one's surroundings will only encourage purchases if consumers believe that the product is genuinely sustainable. Therefore, Green Trust serves as a critical bridge between social perception and purchase intention in the context of sustainable fashion products.

Moreover, the analysis showed that Green Trust significantly mediates the relationship between Emotional Value and Purchase Intention (H10), with a path coefficient of 0.095, a t-statistic of 2.970, and a p-value of 0.003, thereby supporting the hypothesis. This result is consistent with the study by Amin & Tarun (2020), which also identified a partial mediation by Green Trust in the relationship between Emotional Value and Purchase Intention. In other words, the positive emotions experienced by consumers such as pride, satisfaction, or joy in engaging with sustainable products not only have a direct impact on purchase intention but also exert an indirect effect by enhancing trust in the product's sustainability claims. This mediation suggests that emotional aspects play a strategic role in fostering Green Trust, which subsequently drives sustainable purchasing behavior. Thus, consumers' emotional engagement emerges as a vital element in establishing trust and strengthening purchase intentions for eco-friendly fashion.

## CONCLUSION

This study aims to analyze the influence of consumption values comprising functional, social, and emotional values on purchase intention toward sustainable fashion products from Indonesian MSMEs, with green trust as a mediating variable. The results show that functional and emotional values have a direct effect on purchase intention, while social value does not directly influence it. However, all three dimensions of consumption values contribute to the formation of green trust, which in turn influences consumers' purchase intentions. These findings affirm that green trust partially mediates the relationship between functional and emotional values and purchase intention and fully mediates the relationship between social value and purchase intention. Therefore, trust in a brand's environmental commitment serves as a crucial bridge between perceived product value and consumer purchasing decisions. Overall, this study highlights the importance of creating strong functional benefits and emotional appeal in sustainable fashion products, while simultaneously building consumer trust in sustainability claims. Although social value does not directly drive purchase intention, its role in shaping trust remains relevant. These results reinforce the understanding that consumer behavior in the context of sustainability is influenced by a combination of rational factors, emotional responses, and trust in the brand. Sustainable fashion MSMEs are advised to prioritize building consumer trust through transparent communication and tangible proof of eco-friendly practices. Enhancing product quality and fostering emotional connections such as feelings of pride and satisfaction from choosing environmentally friendly products can significantly increase purchase intention. Additionally, strategies that strengthen social recognition and community engagement may enhance perceived social value and, in turn, support the formation of green trust. Future research is recommended to involve a broader consumer segment and incorporate additional variables such as environmental concern, green label credibility, or brand authenticity. A mixed-methods approach may also be employed to gain deeper insights into consumer motivations in purchasing sustainable fashion. These efforts are expected to enrich our understanding of green consumer behavior and support more effective sustainable marketing strategies.

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