

ABSTRACT

This research is motivated by the growing consumer awareness of sustainability and environmental impact in the fashion industry, particularly in the context of local brands such as Pijak Bumi that embrace the concept of Green Products. Despite this heightened awareness, it has not yet translated into a significant increase in online sales through e-commerce platforms. Therefore, this study aims to examine the relationship between Green Product, Brand Image, and Purchase Decision, with Brand Trust as a mediating variable.

The study employs a quantitative approach using Structural Equation Modeling based on Partial Least Squares (SEM-PLS), involving respondents from various regions in Indonesia who are familiar with Pijak Bumi. The results reveal that consumers' perception of environmentally friendly products (Green Product) and a strong Brand Image (Brand Image) significantly influence Brand Trust, which in turn has a positive impact on Purchase Decision.

These findings highlight that consumers today are increasingly concerned not only with functionality and aesthetics, but also with ethical and sustainability values embedded in a brand. Brand Trust plays a critical role as a psychological bridge between sustainable product perception and consumer purchase behaviour.

This research offers a theoretical contribution to the field of green marketing, particularly for local brands aiming to build consumer loyalty based on environmental values. Practically, the results suggest that Pijak Bumi and similar local brands should strengthen their sustainable communication strategies through transparent and authentic storytelling, especially across social media and e-commerce platforms. Such efforts are vital in converting environmentally conscious awareness into actual Purchase Decisions and fostering long-term relationships with customers who prioritize sustainability.

Keywords: *Green Product, Brand Image, Purchase Decision, Brand Trust*