

The Influence of Green Trust, Green Perceived Value, and Green Brand Image on Green Repurchase Intention for Daihatsu Cars

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ABSTRACT

This study aims to analyze the effect of Green Trust, Green Perceived Value, and Green Brand Image on Green Repurchase Intention among Daihatsu car consumers. This research employed a quantitative approach using a survey method and purposive sampling involving 126 respondents who had owned or previously purchased Daihatsu cars in DKI Jakarta. Data were collected through questionnaires using a Likert scale and analyzed using the Partial Least Square (PLS) method with SmartPLS 4.0. The results show that Green Trust has a positive but insignificant effect, while Green Perceived Value and Green Brand Image have positive and significant effects on Green Repurchase Intention. These findings indicate that perceived environmental value and brand image play a more important role in encouraging consumers' intention to repurchase Daihatsu cars.

INTRODUCTION

Sustainability has become an important issue in global business. Companies are increasingly expected not only to pursue profit but also to demonstrate social and environmental responsibility. The automotive industry, as a major contributor to carbon emissions and fossil-fuel consumption, faces pressure to adopt greener production through product innovation and process efficiency (Masoumi et al., 2019). However, the implementation of sustainability remains challenging, particularly in developing countries due to limitations in infrastructure, technology, and market readiness (Monye et al., 2023). The automotive sector continues to contribute significantly to carbon emissions through fuel consumption and production waste (Kilari, 2025).

PT Astra Daihatsu Motor (ADM), one of Indonesia's major automotive manufacturers, has responded to these challenges through green manufacturing initiatives, including solar panels, waste recycling, water conservation, and the SSC (*Slim, Simple, Compact*) production concept. Nevertheless, the company faces declining vehicle sales. Data from IDN Financials (2024) show that total vehicle sales of PT Astra International Tbk decreased from 560,717 units in 2023 to 482,964 units in 2024, representing a 13.86% decline. Data from Gaikindo (2024) also indicate a downward trend in Daihatsu sales during the same period.

This decline may be influenced by external factors such as economic conditions, inflation, interest rates, and purchasing power, as well as internal factors including increasing competition, marketing strategies, and product innovation. In an increasingly competitive market, companies need not only to attract new customers but also to encourage existing customers to repurchase. Therefore, *Green Repurchase Intention* is important to examine, particularly as consumers increasingly consider environmental values in their purchasing decisions.

Consumer evaluations are no longer based solely on price and technical specifications but also on additional values such as energy efficiency, environmental impact, and corporate sustainability image (Rahman et al., 2015). Daihatsu has demonstrated its sustainability commitment through initiatives aligned with several Sustainable Development Goals (SDGs), including occupational health and safety, renewable energy, economic growth, industrial innovation, sustainable communities, responsible consumption, climate action, and partnerships (Daihatsu, 2025).

Previous studies identify several factors that may influence *Green Repurchase Intention*. *Green Trust* refers to consumers' confidence that a brand is committed to environmentally friendly practices and can increase repurchase intention by reducing perceived risk and improving satisfaction (Y. S. Chen & Chang, 2012). *Green Trust* has also been found to play an important role in encouraging repurchase among environmentally conscious consumers (Mitriani et al., 2022).

Green Perceived Value represents consumers' overall evaluation of the environmental benefits of a product compared with the costs incurred (Y. S. Chen & Chang, 2012). Meanwhile, *Green Brand Image* reflects consumers' perceptions of a brand's commitment to environmental values and can encourage repurchase intention through positive consumer attitudes (Aisyah, N. K., & Shihah, M., 2023). Other relevant factors include *Environmental Awareness*, which has been shown to positively influence green repurchase intention (Li et al., 2020; Asteria et al., 2023), and *Perceived Quality*, which positively affects repurchase intention toward green products (Ariffin et al., 2016). In addition, *Promotion Strategy* or green promotion can strengthen consumer awareness, trust, and attachment, thereby increasing repurchase intention (Arianty & Ariska, 2023; Mitariani et al., 2022).

To identify factors relevant to consumers, a preliminary survey was conducted with 36 Daihatsu consumers. The results showed positive responses across the examined variables: *Green Trust* (88.9%), *Green Perceived Value* (86.1%), *Green Brand Image* (88.9%), *Environmental Awareness* (80.6%), *Perceived Quality* (80.6%), *Promotion Strategy* (77.8%), and *Product Knowledge* (83.3%). These findings indicate that environmental considerations and perceptions of Daihatsu's green attributes may be relevant to consumers repurchase intentions.

Based on the sales decline, the growing importance of sustainability, previous research, and preliminary survey findings, further research is needed to examine the factors influencing consumers' *Green Repurchase Intention* toward Daihatsu vehicles. Therefore, this study focuses on the influence of *Green Trust*, *Green Perceived Value*, and *Green Brand Image* on *Green Repurchase Intention* of Daihatsu vehicles.

LITERATURE REVIEW

Stimulus-Organism-Response (S-O-R) Theory

The Stimulus-Organism-Response (S-O-R) theory is derived from the Stimulus-Response (S-R) model and explains that external stimuli do not directly produce behavioral responses but are first processed through an individual's internal psychological and cognitive processes (Effendy, 2003). The theory consists of three components: Stimulus (S), referring to external information, messages, or product attributes; Organism (O), representing internal processes such as perception, evaluation, and feelings; and Response (R), referring to the resulting behavioral intention or action. In this study, *Green Brand Image* and *Green Perceived Value* represent the Stimulus, *Green Trust* represents the Organism, and *Green Repurchase Intention* represents the Response. Thus, S-O-R theory is relevant for explaining how consumers process environmental marketing attributes into trust and ultimately develop an intention to repurchase green products.

Consumer Behavior

Consumer behavior refers to the study of individuals' or groups' attitudes, actions, preferences, and decision-making processes when searching for, purchasing, using, evaluating, and disposing of products or services. It involves cognitive and emotional processes as consumers allocate their money, time, and energy to fulfill their needs and desires (Fu et al., 2020). Consumer behavior also reflects the motivations, preferences, and thought processes underlying purchasing and consumption decisions (Sitanggang & Sari, 2024), including activities related to searching, purchasing, evaluating, using, and exchanging goods, services, experiences, and ideas (Siregar & Laia, 2023). According to Kotler and Armstrong (2018), consumer behavior is influenced by four main factors: individual factors, such as age, gender, occupation, and background; psychological factors, such as perceptions and personal needs; social factors, including social media, environment, income, and education; and cultural factors, including values, beliefs, ideology, family needs, and social class.

Green Repurchase Intention

Green Repurchase Intention refers to consumers' intention to repurchase environmentally friendly products based on their concern for environmental preservation and the reduction of environmental impacts (Nekmahmud & Fekete-Farkas, 2020). Growing environmental awareness encourages consumers to value green products and supports businesses in developing products that provide benefits for both consumers and the environment. Research on Green Repurchase Intention aims to identify factors that encourage environmentally responsible purchasing behavior and develop strategies to increase consumer participation in green consumption (Fauziyah & Hussein, 2019). In this study, Green Repurchase Intention is reflected through the intention to repurchase for environmental reasons, awareness of product impacts, preference for environmentally friendly products, support for green products, and commitment to sustainable purchasing.

Green Trust

Green Trust refers to consumers' confidence that a product or brand is genuinely committed to environmental protection and capable of fulfilling its environmental claims. It is defined as consumers' belief or expectation based on the credibility, benevolence, and ability of an entity to demonstrate pro-environmental performance (Lee, 2020). Similarly, Chrysna et al. (2022) describe Green Trust as consumers' willingness to rely on a product or service because of its reliability and ability to protect the environment. Therefore, Green Trust reflects consumers' belief that a brand's environmental claims are credible and supported by consistent actions. The indicators include credibility, reliability, competence, transparency, and perceived environmental performance (Lee, 2020; Chrysna et al., 2022).

Green Perceived Value

Green Perceived Value refers to consumers' overall evaluation of the environmental benefits obtained from a product compared with the costs or sacrifices made to obtain it (Lin et al., 2017). It encompasses consumers' assessment of product benefits and sacrifices based on their environmental needs, sustainability expectations, and desire for environmentally friendly products (Chen & Chang, 2012, in Wijaya & Waskito, 2023). Thus, Green Perceived Value reflects the extent to which consumers perceive that the environmental benefits of a product justify the costs and effort involved. Its indicators include environmental product benefits, costs or sacrifices, sustainability needs and desires, expectations of positive environmental impacts, and satisfaction with environmentally friendly products.

Green Brand Image

Green Brand Image refers to the perceptions and associations consumers have toward a brand based on its environmental commitment and concern for environmental issues. A brand itself consists of a name, term, sign, symbol, design, or combination used to identify and differentiate a product or service from competitors (Kotler & Keller, 2012). Green Brand Image specifically reflects consumers' perceptions of a brand's commitment to and concern for environmental preservation (Cretu & Brodie, 2007; Chen, 2010). Therefore, it represents the overall environmental image associated with a brand in consumers' minds. Its indicators include high credibility in fulfilling environmental commitments, a good environmental reputation, success in protecting the environment, strong environmental concern, and trustworthy environmental promises (Cretu & Brodie, 2007; Chen, 2010).

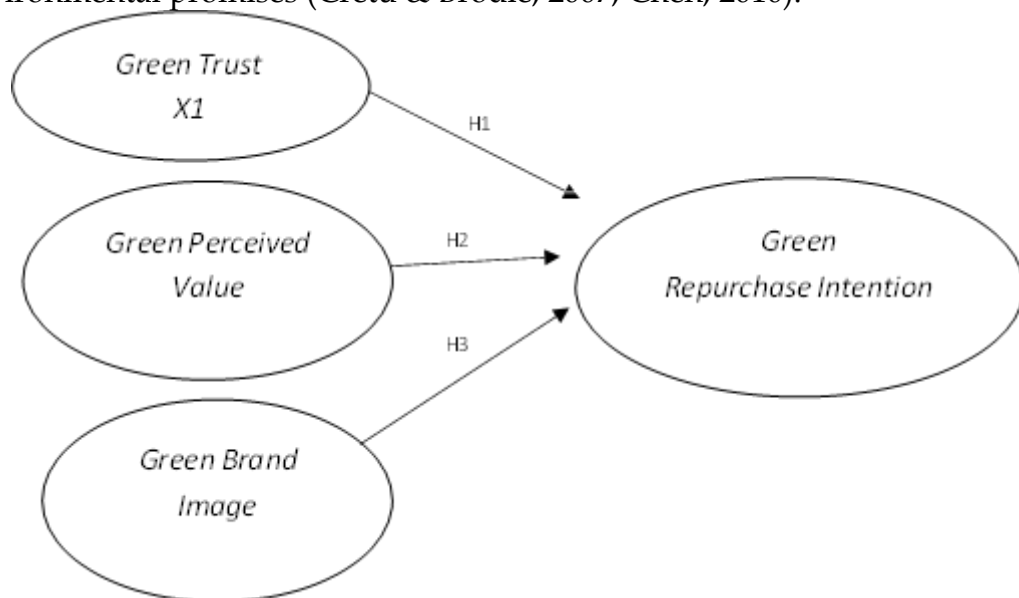


Figure 1. Conceptual Framework

The conceptual framework above illustrates the influence of Green Trust, Green Perceived Value, and Green Brand Image on the Green Repurchase Intention for Daihatsu cars. Based on the relationships between the variables in this framework, the author formulates the following hypotheses:

H1: *Green Trust has a positive and significant effect on Green Repurchase Intention.*

H2: *Green Perceived Value has a positive and significant effect on Green Repurchase Intention.*

H3: *Green Brand Image has a positive and significant effect on Green Repurchase Intention*

METHODOLOGY

Research Time and Location

This study was conducted from March to August 2025 to examine the effects of *Green Trust*, *Green Perceived Value*, and *Green Brand Image* on *Green Repurchase Intention*. Data were collected through questionnaires distributed to Astra Daihatsu customers, particularly those residing in the Jabodetabek area.

Research Design and Variables

According to Sugiyono (2021), research methods are scientific approaches used to obtain data for specific purposes and benefits. This study employs a descriptive quantitative approach with a correlational design. Quantitative research uses statistical techniques to analyze data (Apuke, 2017), while correlational research examines relationships between two or more variables (Schober & Schwarte, 2018). The independent variables are *Green Trust*, *Green Perceived Value*, and *Green Brand Image*, while the dependent variable is *Green Repurchase Intention*. *Green Trust* refers to consumers' confidence in a brand's environmental claims and commitments (Chen, 2010; Chen & Chang, 2012), *Green Perceived Value* refers to consumers' evaluation of environmental benefits compared with sacrifices (Woo & Kim, 2019; Chen & Chang, 2012, in Wijaya & Waskito, 2023), and *Green Brand Image* represents consumers' perceptions of a brand's environmental commitment (Kotler & Keller, 2012). *Green Repurchase Intention* refers to consumers' intention to repurchase based on previous consumption experience and satisfaction (Vania & Winandri, 2022).

Operationalization and Measurement Scale

Variable operationalization transforms abstract concepts into measurable indicators. *Green Trust* is measured through beliefs in environmentally friendly products, sustainable production, environmental commitment, environmental safety, and company capability (Mitariyani et al., 2022). *Green Perceived Value* is measured through environmental benefits, product quality, reasonable financial sacrifice, and overall value satisfaction (Mada et al., 2021). *Green Brand Image* is measured through environmental concern, commitment, environmental reputation, and positive green image (Dewi & Ekawati, 2019). *Green Repurchase Intention* is measured through repurchase intention, satisfaction with previous experience, trust in product quality, and recommendation intention (Aisyah & Shihah, 2023). All variables use an ordinal seven-point Likert scale ranging from 1 (*Strongly Disagree*) to 7 (*Strongly Agree*). The Likert scale is appropriate for measuring attitudes, opinions, and perceptions, while a seven-point scale provides a more comprehensive assessment of preferences (Ilma et al., 2025; Prakosa et al., 2025). The measurement scale follows Sekaran and Bougie (2017).

Population, Sample, and Data Collection

According to Sugiyono (2021), a population is a generalization area consisting of subjects or objects with specific characteristics determined by researchers. The population consists of consumers who own or have previously purchased Daihatsu vehicles from PT Astra Daihatsu Motor in Jakarta. Jakarta was selected as a strategic automotive market, supported by data on declining Daihatsu sales (IDN Financials, 2024; Gaikindo, 2024) and high vehicle ownership in DKI Jakarta, reaching 24.3 million units in 2024 (Kompas.com, 2024). The sample was selected using *non-probability sampling* with *purposive sampling*, based on specific criteria (Sugiyono, 2020). Respondents were required to be at least 18 years old, own or have purchased a Daihatsu vehicle, be familiar with the product, and be willing to complete the questionnaire. Based on the sample guidelines of Hair et al. (2021), 126 qualified respondents were obtained. Data were collected through an online questionnaire using Google Forms and distributed via Instagram, WhatsApp, and other digital platforms.

Data Analysis Method

The data were analyzed using *Partial Least Squares Structural Equation Modeling* (PLS-SEM) with SmartPLS. PLS is a variance-based structural equation modeling method used to analyze relationships among latent variables measured through indicators (Ghozali & Kusumadewi, 2023). Descriptive statistics were used to summarize the characteristics of the research data (Tarigan & Silaban, 2024). PLS analysis consisted of measurement and structural model evaluations. The *outer model* was assessed through factor loading, construct reliability, convergent validity, discriminant validity, and collinearity. Factor loading should exceed 0.708, Cronbach's Alpha and Composite Reliability should exceed 0.70, and AVE should exceed 0.50. HTMT should be below 0.85 and VIF below 3.3 (Hair et al., 2021). Model fit was assessed using SRMR (<0.08) and NFI (>0.90). The *inner model* was evaluated using R-Square, effect size (f^2), and predictive relevance (Q^2). R^2 values of 0.19, 0.33, and 0.67 indicate low, moderate, and high explanatory power, respectively, while f^2 values of 0.02, 0.15, and 0.35 indicate small, medium, and large effects (Hair et al., 2021). Q^2 was used to assess the predictive relevance of the structural model.

RESEARCH RESULT

Measurement Model Evaluation (Outer Model)

The outer model evaluates the relationship between indicators and latent variables to assess construct validity and reliability. The evaluation includes convergent validity, discriminant validity, and reliability testing.

Convergent Validity

Convergent validity assesses whether indicators adequately represent their constructs. Based on Hair et al. (2021), a construct has good convergent validity when the Average Variance Extracted (AVE) is above 0.50. Outer loading values above 0.70 indicate good validity, while values between 0.60–0.70 remain acceptable.

Table 1. Outer Loading Test Results

Variable	Indicator	Outer Loading	Description
<i>Green Trust (X1)</i>	GT1	0.729	Valid
	GT2	0.821	Valid
	GT3	0.794	Valid
	GT4	0.721	Valid
	GT5	0.771	Valid
<i>Green Perceived Value (X2)</i>	GPV1	0.676	Valid
	GPV2	0.713	Valid
	GPV3	0.634	Valid
	GPV4	0.859	Valid
<i>Green Brand Image (X3)</i>	GBI1	0.786	Valid
	GBI2	0.811	Valid
	GBI3	0.694	Valid
	GBI4	0.811	Valid
	GBI5	0.798	Valid
<i>Green Repurchase Intention (Y)</i>	GRI1	0.802	Valid
	GRI2	0.803	Valid
	GRI3	0.772	Valid
	GRI4	0.804	Valid

Source: PLS 4 Data Processing Results (2026)

All indicators have outer loading values above 0.60 and are therefore valid. *Green Trust* ranges from 0.721–0.821, *Green Perceived Value* from 0.634–0.859, *Green Brand Image* from 0.694–0.811, and *Green Repurchase Intention* from 0.772–0.804. Overall, all indicators meet the convergent validity criteria.

Table 2. Average Variance Extracted (AVE) Test Results

Variable	Average Variance Extracted (AVE)	Description
<i>Green Trust (X1)</i>	0.526	Valid
<i>Green Perceived Value (X2)</i>	0.590	Valid
<i>Green Brand Image (X3)</i>	0.611	Valid
<i>Green Repurchase Intention (Y)</i>	0.632	Valid

Source: PLS 4 Data Processing Results (2026)

All AVE values exceed 0.50, indicating that *Green Trust*, *Green Perceived Value*, *Green Brand Image*, and *Green Repurchase Intention* meet the requirements for convergent validity.

Discriminant Validity

Discriminant validity determines whether each construct is sufficiently distinct from other constructs. It was assessed using *Cross Loading*, *Fornell-Larcker Criterion*, and *Heterotrait-Monotrait Ratio (HTMT)*.

Table 3. Discriminant Validity Test Results (Cross Loading)

Indicator	Green Trust (X1)	Green Perceived Value (X2)	Green Brand Image (X3)	Green Repurchase Intention (Y)
GT1	0.729	0.073	0.102	0.120
GT2	0.821	-0.019	0.094	0.128
GT3	0.794	0.089	0.047	0.129
GT4	0.721	0.061	0.171	0.077
GT5	0.771	0.050	0.156	0.114
GPV1	0.093	0.676	0.294	0.101
GPV2	0.066	0.713	0.212	0.192
GPV3	0.091	0.634	0.446	0.202
GPV4	0.003	0.859	0.283	0.360
GBI1	0.047	0.458	0.786	0.313
GBI2	0.150	0.289	0.811	0.378
GBI3	-0.023	0.527	0.694	0.221
GBI4	0.169	0.200	0.811	0.276
GBI5	0.177	0.157	0.798	0.264
GRI1	0.205	0.332	0.277	0.802
GRI2	0.058	0.278	0.316	0.803
GRI3	0.202	0.111	0.304	0.772
GRI4	0.027	0.321	0.322	0.804

Source: PLS 4 Data Processing Results (2026)

Each indicator has the highest loading on its respective construct, confirming that the indicators adequately distinguish their intended constructs. Thus, discriminant validity is achieved.

Table 4. Fornell-Larcker Criterion Test Results

	Green Trust (X1)	Green Perceived Value (X2)	Green Brand Image (X3)	Green Repurchase Intention (Y)
Green Trust (X1)	0.768			
Green Perceived Value (X2)	0.064	0.725		
Green Brand Image (X3)	0.140	0.408	0.781	
Green Repurchase Intention (Y)	0.151	0.339	0.382	0.795

Source: PLS 4 Data Processing Results (2026)

The square roots of AVE for each construct are higher than their correlations with other constructs. Therefore, all constructs meet the Fornell-Larcker criterion.

Table 5. Heterotrait-Monotrait Ratio (HTMT) Test Results

	Green Trust (X1)	Green Perceived Value (X2)	Green Brand Image (X3)	Green Repurchase Intention (Y)
Green Trust (X1)				
Green Perceived Value (X2)	0.151			
Green Brand Image (X3)	0.205	0.545		
Green Repurchase Intention (Y)	0.196	0.380	0.451	

Source: PLS 4 Data Processing Results (2026)

All HTMT values are below 0.90. The highest value is 0.545 between *Green Perceived Value* and *Green Brand Image*, while the lowest is 0.151 between *Green Trust* and *Green Perceived Value*. Thus, all constructs demonstrate adequate discriminant validity.

Composite Reliability and Cronbach's Alpha

Reliability testing assesses the consistency of the research instruments. According to Hair et al. (2021), a construct is considered reliable when both Composite Reliability and Cronbach's Alpha exceed 0.70.

Table 6. Composite Reliability & Cronbach's Alpha Test Results

Variable	Cronbach's Alpha	Composite Reliability	Description
Green Trust (X1)	0.828	0.878	Reliable
Green Perceived Value (X2)	0.725	0.814	Reliable
Green Brand Image (X3)	0.842	0.887	Reliable
Green Repurchase Intention (Y)	0.807	0.873	Reliable

Source: PLS 4 Data Processing Results (2026)

All constructs have Cronbach's Alpha and Composite Reliability values above 0.70. Therefore, all research instruments have good internal consistency and are reliable for further analysis.

Structural Model Evaluation (Inner Model)

After the outer model meets validity and reliability requirements, the inner model is evaluated to examine relationships among latent variables. The evaluation includes R-Square (R^2), F-Square (F^2), Predictive Relevance (Q^2), model fit, and hypothesis testing.

R-Square (R^2)

R-Square measures the ability of independent variables to explain variations in the dependent variable. The independent variables are *Green Trust*, *Green Perceived Value*, and *Green Brand Image*, while the dependent variable is *Green Repurchase Intention*.

Table 7. R-Square (R^2) Test Results

	R-Square	R-Square Adjusted
Green Repurchase Intention (Y)	0.195	0.176

Source: PLS 4 Data Processing Results (2026)

The R-Square value of 0.195 indicates that *Green Trust*, *Green Perceived Value*, and *Green Brand Image* explain 19.5% of the variation in *Green Repurchase Intention*, while the remaining 80.5% is explained by other variables outside the model. Based on Hair et al. (2021), the model has very weak explanatory power.

F-Square (F^2)

F-Square measures the effect size of each independent variable on the dependent variable. Values of 0.02, 0.15, and 0.35 indicate small, medium, and large effects, respectively.

Table 8. F-Square (F^2) Test Results

Relationship	F-Square
<i>Green Trust</i> (X1) → <i>Green Repurchase Intention</i> (Y)	0.012
<i>Green Perceived Value</i> (X2) → <i>Green Repurchase Intention</i> (Y)	0.049
<i>Green Brand Image</i> (X3) → <i>Green Repurchase Intention</i> (Y)	0.080

Source: PLS 4 Data Processing Results (2026)

Green Trust has a very small effect (0.012), while *Green Perceived Value* (0.049) and *Green Brand Image* (0.080) have small effects. Among the three variables, *Green Brand Image* has the largest effect.

Predictive Relevance (Q^2)

Predictive relevance evaluates the model's ability to predict endogenous variables. A Q^2 value greater than 0 indicates predictive relevance.

Table 9. Q^2 Predict Test Results (PLSpredict)

	Q^2 Predict
<i>Green Repurchase Intention</i> (Y)	0.116

Source: PLS 4 Data Processing Results (2026)

The Q^2 predict value of 0.116 is greater than 0, indicating that the model has predictive relevance and can predict *Green Repurchase Intention*.

Model Fit

Model fit evaluates how well the proposed model corresponds to the empirical data. SRMR values below 0.08 and NFI values approaching 0.90 indicate better model fit.

Table 10. Model Fit Test Results

Fit Model Parameter	Value
SRMR	0,109
NFI	0,537

Source: PLS 4 Data Processing Results (2026)

The SRMR value of 0.109 and NFI value of 0.537 do not meet the recommended model-fit criteria. However, in PLS-SEM, model evaluation also considers validity, reliability, structural model results, and hypothesis testing. Therefore, the model can still be used for further hypothesis analysis.

Hypothesis Testing

Hypothesis testing examines the effects of *Green Trust*, *Green Perceived Value*, and *Green Brand Image* on *Green Repurchase Intention*. The analysis uses bootstrapping in SmartPLS 4 and a one-tailed test. Based on Hair et al. (2021), a hypothesis is accepted when $t\text{-statistic} > 1.645$ and $p\text{-value} < 0.05$.

Table 11. Hypothesis Testing Results

Relationship	Beta (β) Value	T Value (O/STDEV)	P Values	Description
Green Trust (X1) → Green Repurchase Intention (Y)	0.098	1.089	0.276	Positive and not significant
Green Perceived Value (X2) → Green Repurchase Intention (Y)	0.218	2.903	0.004	Positive and Significant
Green Brand Image (X3) → Green Repurchase Intention (Y)	0.279	3.122	0.002	Positive and Significant

Source: PLS 4 Data Processing Results (2026)

The results show that *Green Trust* has a positive but insignificant effect on *Green Repurchase Intention*. Meanwhile, *Green Perceived Value* and *Green Brand Image* have positive and significant effects on *Green Repurchase Intention*.

DISCUSSION

The Effect of Green Trust on Green Repurchase Intention

Based on the hypothesis testing results, *Green Trust* has a Beta (β) value of 0.098, a $t\text{-statistic}$ of 1.089 ($1.089 < 1.645$), and a $p\text{-value}$ of 0.276 ($0.276 > 0.05$). These results indicate that although consumers trust Daihatsu's environmental commitment, such trust has not become a primary factor encouraging them to repurchase. This may occur because consumers with previous experience using Daihatsu products consider not only environmental aspects but also other factors, such as vehicle quality, price, features, comfort, after-sales service, and overall driving experience. Therefore, *Green Trust* does not have a sufficiently strong effect on *Green Repurchase Intention* in this study, and hypothesis H1 is rejected.

This finding indicates that consumers' trust in Daihatsu's environmental commitment has not been sufficient to directly increase their intention to repurchase. The relatively small Beta (β) coefficient also indicates that the effect of *Green Trust* on *Green Repurchase Intention* is relatively weak. In the automotive industry, repurchase decisions are not determined solely by trust in environmental aspects but are also influenced by various other factors, including vehicle quality, price, features, after-sales service, and product-use experience. Therefore, *Green Trust* has not become a primary factor encouraging consumers to repurchase Daihatsu vehicles.

This finding is consistent with Antonius (2018), who found that *Green Trust* did not have a significant effect on *Green Purchase Intention* among Starbucks consumers in Jakarta. The study showed that although consumers trusted environmentally friendly products, such trust was not sufficiently strong to significantly increase their purchase intention. Therefore, *Green Trust* cannot yet be considered a primary factor in increasing *Green Repurchase Intention*. Daihatsu should consequently strengthen other factors that have a greater influence on repurchase intention, particularly *Green Perceived Value* and *Green Brand Image*, so that consumers not only trust the company's environmental commitment but also perceive tangible benefits from the products offered.

The Effect of Green Perceived Value on Green Repurchase Intention

Based on the hypothesis testing results, *Green Perceived Value* has a Beta (β) value of 0.218, a *t-statistic* of 2.903 ($2.903 > 1.645$), and a p-value of 0.004 ($0.004 < 0.05$). These results indicate that consumers who perceive greater environmental benefits and value from Daihatsu products tend to have a higher intention to repurchase. For consumers who have previous experience with Daihatsu products, perceived benefits can serve as a basis for reevaluating the product before making another purchase decision. Therefore, the more positive the environmental value perceived by consumers, the greater their *Green Repurchase Intention*, and hypothesis H2 is accepted.

This finding indicates that the higher consumers' perceptions of the environmental benefits and value provided by Daihatsu products, the stronger their tendency to repurchase. Consumers are more likely to repurchase when they perceive that a product provides not only functional benefits but also additional value through environmental responsibility. Therefore, *Green Perceived Value* is one of the factors capable of increasing *Green Repurchase Intention*.

This result is consistent with Sudita and Ekawati (2018), who found that *Green Perceived Value* has a positive and significant effect on *Green Repurchase Intention*. Their study explained that the higher the environmentally friendly benefits perceived by consumers, the greater their tendency to repurchase environmentally friendly products. Thus, *Green Perceived Value* can be considered an important factor influencing *Green Repurchase Intention*. Daihatsu should therefore continue to increase consumers' perceived value through the development of environmentally friendly and high-quality products that provide tangible benefits to both consumers and the environment, thereby encouraging repurchase intentions.

The Effect of Green Brand Image on Green Repurchase Intention

Based on the hypothesis testing results, *Green Brand Image* has a Beta (β) value of 0.279, a *t-statistic* of 3.122 ($3.122 > 1.645$), and a p-value of 0.002 ($0.002 < 0.05$). These results indicate that Daihatsu's brand image as a company perceived to care about the environment can increase consumers' intention to repurchase. Consumers with previous experience using Daihatsu products may use brand image as one of the considerations when evaluating the brand before making another purchase. The better Daihatsu's image as an environmentally responsible brand, the more positive consumers' tendency to choose and repurchase Daihatsu products. Therefore, hypothesis H3 is accepted.

This finding indicates that the stronger Daihatsu's image as an environmentally responsible company, the higher consumers' intention to repurchase. A positive brand image can strengthen consumers' perception that Daihatsu not only offers quality vehicles but also demonstrates a commitment to environmental preservation. This perception can strengthen consumer loyalty and encourage consumers to choose Daihatsu products again in future purchases.

This result is consistent with Aisyah and Shihah (2023), who found that *Green Brand Image* has a positive and significant effect on *Green Repurchase Intention*. Their study explained that an environmentally friendly brand image can create positive consumer perceptions of a brand, thereby increasing consumers' tendency to repurchase. The implication is that Daihatsu should maintain and strengthen its image as an environmentally responsible company through more environmentally friendly vehicle innovations, sustainable business practices, and marketing communications that emphasize its commitment to sustainability. These efforts are expected to strengthen consumer loyalty while increasing *Green Repurchase Intention*.

The characteristics of the respondents should be considered when interpreting the research findings because all respondents were consumers who currently own or had previously purchased a Daihatsu car. Therefore, their assessments of *Green Trust*, *Green Perceived Value*, *Green Brand Image*, and *Green Repurchase Intention* were based on their experience and knowledge of Daihatsu products. This condition provides respondents with a basis for evaluating their likelihood of repurchasing based on their perceptions of environmental aspects, perceived value, and brand image.

CONCLUSIONS AND RECOMMENDATIONS

The study concludes that Green Trust has a positive but insignificant effect on Green Repurchase Intention, indicating that environmental trust alone is not a primary factor in repurchase decisions. In contrast, Green Perceived Value has a positive and significant effect, showing that consumers who perceive greater environmental and functional benefits from Daihatsu products are more likely to repurchase. Green Brand Image also has a positive and significant effect, indicating that a stronger perception of Daihatsu as an environmentally responsible brand can increase consumers' intention to repurchase.

Daihatsu is advised to maintain and strengthen its environmental commitment, increase transparency regarding sustainability programs, develop fuel-efficient and environmentally friendly vehicles, and strengthen its Green Brand Image through sustainable innovations, low-emission technologies, environmental CSR programs, and effective marketing communication. These efforts are expected to increase consumers' perceived value, trust, loyalty, and repurchase intention. For future research, it is recommended to include other relevant variables, such as Customer Satisfaction, Product Quality, Brand Loyalty, Price Perception, Green Advertising, Green Innovation, and Environmental Concern, since the current model explains only 19.5% of Green Repurchase Intention.

ADVANCED RESEARCH

Future studies may also expand the research object to other automotive brands or industries and apply qualitative or mixed-method approaches to provide a more comprehensive understanding of factors influencing Green Repurchase Intention.

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