Determinants of Green Purchase Intention on Eco Print MSME Products in Surabaya

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ABSTRACT

*Objective: This study aims to examine the impact of green perceived quality on green purchase intention. Additionally, it seeks to explore whether green trust enhances the relationship between green perceived quality and green purchase intention. **Method:** The research employs a quantitative approach, focusing on consumers in Surabaya who have experience purchasing eco-print products from MSMEs. A total of 300 respondents were selected using a simple random sampling technique. Data were collected through an online questionnaire distributed via Google Forms, and the analysis was conducted using Moderated Regression Analysis (MRA). **Results:** The findings reveal that green perceived quality significantly influences green purchase intention. However, green trust does not moderate or strengthen the relationship between green perceived quality and green purchase intention. **Novelty:** While prior studies have investigated issues related to trust, this research uniquely examines the role of environmental beliefs from the perspective of perceived quality in shaping green purchase behaviour, particularly in the context of MSME products. By proposing a research framework, this study provides insights that can assist MSMEs in enhancing green purchasing intensity through strategies centered on green perceived quality and moderated by green beliefs.*

INTRODUCTION

Deteriorating environmental conditions and heightened public awareness of the importance of sustainability are driving behavioral shifts among environmentally conscious individuals. Cultural influence as an external factor that can shape consumer behavior in making decisions in purchasing. Environment and culture are key factors influencing consumer behavior, alongside other determinants. Junaedi, (2005) argues that environmental crises necessitate heightened social awareness and environmental literacy among consumers, thereby fostering the development of environmentally responsible consumer behavior.

The growing awareness of global warming has led individuals to adopt greater caution in selecting products, due to concerns that certain items may exacerbate rising temperatures and environmental harm. Causes of occurrence Global Warming One of them is based on the continuous use of harmful products (Sukma Istantia, Srikandi Kumadji, 2016). Companies also need to create products that suit the wants and needs of consumers because they will not appreciate or be willing to buy products that they don't like.

Growing consumer interest in environmental issues has shifted purchasing behavior toward more sustainable options. Environmentally conscious and informed consumers are more likely to purchase eco-friendly products (Laroche et al., 2001). Heightened environmental concern, coupled with awareness of sustainable alternatives, drives consumer preference for environmentally friendly or "green" products. Consumers are

even willing to pay more to buy environmentally friendly products. This is because consumers think that consuming environmentally friendly products can help reduce environmental damage. The Indonesian government supports environmental conservation through Government Regulation No. 46/2017 on Environmental Economic Instruments, which mandates government ministries, institutions, and regional apparatuses to prioritize eco-friendly goods and services. Stringent environmental laws and regulations compel economic actors to prioritize ecological sustainability and responsible natural resource use, fostering greater consumer environmental awareness (Khoiriyah & Toro, 2018). Companies that align with these policies and demonstrate environmental stewardship can leverage green marketing strategies to gain competitive advantages (Aldoko et al., 2016). However, businesses must balance marketing success with long-term environmental sustainability to maintain consumer trust (Saxena & Khandelwal, 2012).

Consumer environmental awareness arises from responsible behavioral patterns, where purchasing eco-friendly or "green" products becomes a novel marketing proposition. This shift influences consumer buying intentions, as individuals increasingly prioritize products with environmentally safe attributes (Junaedi, 2005). Green purchase intention reflects a consumer's likelihood to choose brands committed to environmental safety, driven by their willingness to support sustainable practices in purchasing decisions (Karatu & Mat, 2015). The greater the benefit felt by the consumer compared to the sacrifice that must be made to acquire the product.

In buying interest, the tendency of consumers to buy a brand or take a purchase-related action is measured based on the level at which the consumer makes a purchase (Kotler & Keller, 2016). Consumer attitudes and environmental awareness play a critical role in shaping purchase intentions (Saraswaty & Suprapti, 2015). A positive attitude reflects consumer trust in products, particularly environmentally friendly or "green" products, a concept referred to as green trust. Green trust It also has a role in assisting manufacturers in efforts to increase consumer buying interest. In improving There must be trust created and maintained by business people to maintain ties with consumers (Y. S. Chen, 2013). Y. S. Chen & Chang, (2013) demonstrated that green trust exerts a statistically significant positive influence on green purchase intention. However, these results contrast with those of Karatu & Mat, (2015), whose study found no statistically significant effect of green trust on green purchase intention, highlighting inconsistencies in the literature.

Green perceived quality As a customer's assessment of the advantages of eco-friendly products (Gil & Jacob, 2018). Amidst growing global environmental trends and sustainability movements, companies are urged to prioritize enhancing the perceived quality of their green brands through strategic Green Marketing initiatives. This aligns with research by Kurniawan & Indriani (2018), which demonstrates that green perceived quality exerts a statistically significant positive impact on consumer intentions to purchase eco-friendly products. In line with research Junaedi (2005) also proves that green perceived quality has a significant and positive influence on green purchase intention. However, contrasting findings emerge from Y. S. Chen (2013) research, which indicates that green perceived quality does not significantly influence green purchase

intention. Instead, their study reveals that green perceived quality positively and significantly affects green trust , suggesting that consumer trust is shaped by their evaluation of a product's environmental orientation and its perceived quality. Furthermore, Y. S. Chen (2013) emphasize that green trust acts as a moderating variable, strengthening the relationship between green perceived quality and green purchase intention.

Intentions to perform behaviors of different kinds can be predicted with high accuracy from attitudes toward the behavior, subjective norms, and perceived behavioral control; and these intentions, together with perceptions of behavioral control, account for considerable variance in actual behavior. Attitudes, subjective norms, and perceived behavioral control are shown to be related to appropriate sets of salient behavioral, normative, and control beliefs about the behavior, but the exact nature of these relations is still uncertain (Ajzen, 1991). The statement describes the Theory of Planned Behavior (TPB) framework that explains how intentions and various psychological factors (attitudes, subjective norms, behavioral control) predict human behavior. Although this model is effective, the complexity and variation of human contexts make the relationships between variables not always absolute or universal. Behavioral intention is a person's tendency to perform a certain behavior. Factors Affecting Behavioral Intention, namely attitude toward the behavior, subjective norm, perceived behavioral control. In TPB, intention and perceived behavioral control can explain significant variation in actual behavior, meaning that if someone intends to do something and believes that they are able to do it, then the behavior is more likely to occur. However, the level of this relationship can vary depending on factors such as: The level of spontaneity of behavior, stability of the environmental situation and habits. TPB also states that attitudes, subjective norms, and behavioral control are related to the beliefs held by individuals, namely behavioral beliefs shape attitudes, normative beliefs shape subjective norms and control beliefs shape behavioral control. Although this relationship has been widely studied and tested empirically, the exact nature of the relationship can still vary depending on the cultural context, the individual, or the type of behavior.

Value-Belief-Norm Theory (VBN Theory) predicts and explains pro-environmental behavior based on the value system, beliefs, and internal norms held by individuals. The main components of VBN theory are (1) values consisting of biospheric, altruistic, and egoistic; (2) Beliefs which include awareness of consequences and perceived ability/control; (3) Personal norms are moral or ethical standards held by individuals about what should be done. This is the most direct factor that influences pro-environmental behavior. When someone has a strong personal norm that "I must protect the environment", then he or she tends to carry out pro-environmental behavior. The following is the relationship between the components in VBN Theory: Values → Beliefs → Personal Norms → Pro-Environmental Behavior (Stern, 2000; Steg & Vlek, 2009).

Nair & Little (2016) describes green consumer behavior models aim to understand and predict the factors influencing consumers' decisions to purchase environmentally friendly products. The Composite Cultural Profile Model provides a nuanced understanding of green consumer behavior by emphasizing the mediating role of culture

and the moderating impact of environmental conditions. It is especially valuable in multicultural or developing economies where traditional models may fail to capture the complexity of consumer motivations. Paço et al., (2019) propose a prosocial attitude model comprising three key components: prosocial attitude, green consumption values, and green communication. According to the model, prosocial attitudes directly influence the development of green consumption values, which subsequently shape green buying behavior and enhance receptivity to green advertising. This framework underscores the critical role of prosocial orientations and intrinsic environmental values in driving sustainable consumer behavior, suggesting that environmentally responsible actions are rooted in altruistic motivations and reinforced through effective green communication. Based on social cognitive theory, this model highlights the importance of self-concepts, particularly green consumption self-efficacy, personal outcome expectations, and social sanctions in influencing green consumer behavior (Lin & Hsu, 2015).

The relationship between green perceived quality and green purchase intention is well-supported, while the moderating role of green trust in this relationship is less clear. Multiple studies confirm that green perceived quality significantly influences green purchase intention. Consumers who perceive high quality in green products are more likely to intend to purchase them. his direct relationship is consistent across different contexts and methodologies, indicating a strong and reliable connection (Cheung et al., 2015; Wasaya et al., 2021; Alsiehemy, 2025). The role of green trust as a moderator between green perceived quality and green purchase intention is less straightforward. While some studies suggest that green trust positively impacts green purchase intention, there is limited evidence directly addressing its moderating effect on the relationship between green perceived quality and green purchase intention (Wasaya et al., 2021; Zhuang et al., 2021; Román-Augusto et al., 2022). Green trust often acts as a mediator rather than a moderator. For instance, green trust mediates the relationship between green perceived value and green purchase intention. This suggests that while green trust is important, it may not necessarily strengthen the direct link between perceived quality and purchase intention (Cheung et al., 2015; Zaidi et al., 2019).

The evidence strongly supports that green perceived quality significantly influences green purchase intention. However, the role of green trust as a moderator in this relationship is not clearly supported by the provided abstracts. Green trust appears to play a more significant role as a mediator, influencing green purchase intention through other factors like green perceived value. Therefore, while green trust is important, it does not necessarily moderate or strengthen the relationship between green perceived quality and green purchase intention.

The eco-print industry in Surabaya emerged as a result of the city government's policy mandating that all participating neighborhood units (RW) develop eco-friendly flagship products capable of empowering local communities. This policy initiative spurred the growth of environmentally focused micro, small, and medium enterprises (MSMEs) in the region. One of them is the eco print batik business which is environmentally friendly. There are several eco print MSMEs that still exist today, even their reach reaches foreign markets. Among them are Namira eco print, Eco print Surabaya Mario Cabinet, and Kebon Alam eco print. The emergence of environmentally

friendly MSMEs in Indonesia aligns with the nation's sustainable development framework. This framework emphasizes sustainable consumption and economic growth while prioritizing environmental protection. Sustainable development aims to balance economic progress, social equity, and environmental preservation to ensure long-term resource viability. Meanwhile, sustainable consumption refers to lifestyles that minimize environmental harm by optimizing resource use, thereby supporting societal well-being without compromising future generations' needs.

Based on the issues outlined above, the researcher aims to explore the determinants of green perceived quality and its impact on green purchase intention, with a focus on how green trust moderates this relationship in the context of eco-print MSME products in Surabaya. The following research questions are formulated to guide this study: a) does green perceived quality significantly influence green purchase intention for eco-print MSME products in Surabaya?; b) does green trust enhance the effect of green perceived quality on green purchase intention for eco-print MSME products in Surabaya?

RESEARCH METHOD

The sample size of 300 respondents was determined based on established guidelines for Partial Least Squares Structural Equation Modeling (PLS-SEM). Following Hair et al., (2019), the minimum sample size should be at least 10 times the largest number of structural paths directed to a latent construct or the maximum number of indicators per construct. In this study, the maximum number of indicators per construct was 4, and the maximum number of structural paths for a single construct was 2, resulting in a minimum requirement of 40–80 respondents. With 300 respondents, the sample size exceeded these benchmarks, ensuring strong parameter estimates and statistical power.

To further validate the adequacy, an a priori power analysis was conducted using G*Power 3.1, assuming a small effect size ($f^2 = 0.02$), $\alpha = 0.05$, and power = 0.95. The results show that the minimum sample size required is approximately 200. Thus, N = 300 provides high statistical power (>0.95), thereby increasing the reliability and generalizability of the findings.

The research instrument is a structured questionnaire developed through a systematic and theory-based process, with items adapted from previously validated scales. The following are the indicators in this study: (1) Green Perceived Quality (X), adapted from (Petrick, 2002); Ariffin et al., (2016) consisting of four items measuring perceived product reliability, durability, excellence, and overall quality standard; (2) Green Purchase Intention (Y), based on Sweeney & Soutar (2001); Chan, (2001), with four items assessing consumers' intentions to buy eco-friendly products, switch brands, contribute to pollution reduction, and willingness to purchase; (3) Green Trust (Z), derived from (Chen, 2013), comprising four items related to environmental safety, reliability of environmental claims, fulfilment of expectations, and corporate commitment to environmental protection. All items were measured using a 5-point Likert scale, ranging from (1) *Strongly Disagree* to (5) *Strongly Agree*, allowing for nuanced assessment of respondents' perceptions.

A pilot test was conducted on 30 respondents who met the same criteria as the main sample. Data were analysed to assess reliability and content validity. Results showed

Cronbach's Alpha > 0.7 and Average Variance Extracted (AVE) > 0.5 for all constructs, indicating acceptable internal consistency and convergent validity. Data collection for this study was conducted online using a Google Form.

Although Moderated Regression Analysis (MRA) was initially considered, the final analysis employed Partial Least Squares Structural Equation Modelling (PLS-SEM) using SmartPLS 4.0, as it is better suited for analysing complex models with latent constructs and interaction effects. PLS-SEM allows simultaneous assessment of measurement and structural relationships, offering high predictive power and robustness, particularly with non-normal data and moderate sample sizes (Hair et al., 2019). The analysis followed the two-stage approach recommended by Hair et al., (2019). evaluation of the measurement model and the structural model. In the measurement model, all constructs demonstrated adequate reliability, with Composite Reliability (CR) values ranging from 0.876 to 0.924 and Cronbach's Alpha from 0.812 to 0.893, exceeding the 0.70 threshold. Convergent validity was confirmed by AVE values above 0.50 (0.587–0.654). Discriminant validity was established through the Fornell-Larcker criterion and HTMT ratios below 0.85.

In the structural model, the coefficient of determination (R^2) for green purchase intention was 0.68, indicating substantial explanatory power. The effect size (f^2) revealed a medium effect for green perceived quality ($f^2 = 0.18$) and a small-to-medium effect for the interaction term ($f^2 = 0.12$). Predictive relevance was confirmed by a Stone-Geisser Q^2 value of 0.25, which exceeds zero, demonstrating the model's ability to predict the outcome variable. Path significance was assessed using bootstrapping (5,000 subsamples), ensuring robust inference. The moderating effect of green trust was tested by including an interaction term (standardized product of green perceived quality and green trust), with multicollinearity checked via VIF < 3.0. The results support the model's theoretical and predictive validity, aligning with best practices in PLS-SEM application.

RESULTS AND DISCUSSION
Results

This study aims to achieve two primary objectives: first, to examine the influence of green perceived quality (X) on green purchase intention (Y); and second, to investigate whether green trust (Z) moderates the relationship between green perceived quality and green purchase intention in the context of eco-print products offered by MSMEs in Surabaya. To test the hypothesized relationships, Moderated Regression Analysis (MRA) was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) via the SmartPLS software, which is well-suited for analyzing latent variable interactions and predictive models. The conceptual framework guiding this research is illustrated in Figure 1.
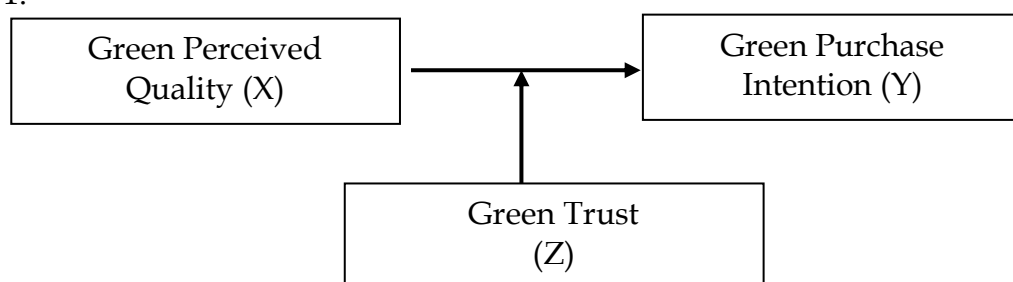
Figure 1. Conceptual model of research

Based on the conceptual framework outlined above, the following hypotheses are proposed:

H_1: Green perceived quality has a positive effect on green purchase intention for eco-print MSME products in Surabaya.

H_2: Green trust strengthens the positive relationship between green perceived quality and green purchase intention in the context of eco-print MSMEs in Surabaya

As a result of data collection that has been carried out using a questionnaire, 300 respondents were collected. The respondents in this study were categorized based on their gender, age, education level, occupation, and income. The following section outlines the characteristics of the respondents: 1.) Based on respondent gender, based on the gender of the respondents, the majority of the gender of the respondents in this study is female, which is 77.7%, while the male respondents are 22.3%; 2.) By age respondents, majority age respondents in this study are group ages that are at Range age 18-22 years that is as 79%. While age group other as Respondents in the study were respondents with age at Range age ≤ 17 years as 4%; Range age 23-27 years as 7%; Respondents with at Range age 28-32 years as 3%; Respondents in the age range of 33-37 years were 2%, and respondents who had an age range of ≥38 years as much as 5%; 3.) Based on respondent education, based on the respondents' education, the majority of respondents in this study have a bachelor's education (S1) as much as 36%. Furthermore, respondents based on high school (SMA) education or equivalent were 25%; Master's education (S2) as much as 2%, and others as much as 3%.; 4.) Based on respondent work, based on the respondents' work, the majority of respondents in this study had jobs as students, namely as many as 68%. Furthermore, respondents with jobs as private employees as many as 14%; respondents with jobs as government employees as much as 7%; respondents with jobs as housewives as much as 4%; respondents with work as business actors as much as 4%; respondents with a job as a student as much as 2%, and respondents with other jobs as much as 1%; 5.) Based on respondent income, by income respondents, majority respondents at research Ini have income < Rp. 1,000,000 As 55%. Next Respondents with income between IDR 1,000,000 – IDR 3,000,000 As 27%; Respondents with income between IDR 3,000,001 – IDR 6,000,000 As 13%, and Respondents with income ≥ Rp. 6,000,001 as much as 5%.

The data were analyzed using Moderated Regression Analysis (MRA) within the PLS-SEM framework to evaluate the measurement model (outer model) and test the hypothesized relationships. The results of the outer model assessment, conducted using SmartPLS, are presented figure 2.

Based on Figure 2, the MRA test results indicate that all indicators in this study are valid. This is because the variables of green perceived quality (X), green purchase intention (Y), and green trust (Z) demonstrate convergent validity, with loading factor values exceeding 0.700. This confirms that all items in the research instrument (questionnaire) are valid and suitable for measuring the influence of green perceived quality (X) on green purchase intention (Y), with green trust (Z) acting as a moderating variable in the context of eco-print products in Surabaya.
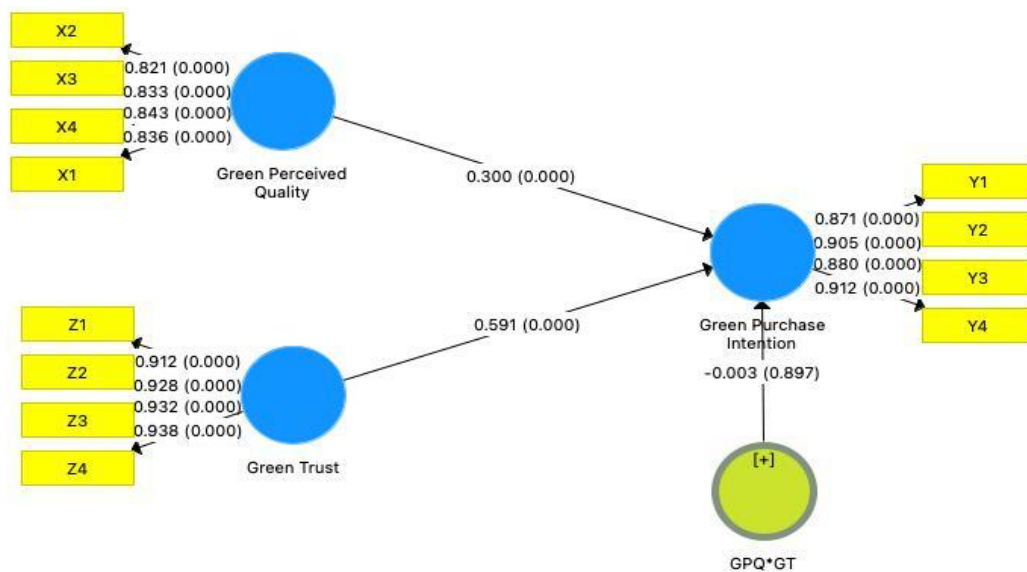
Figure 2. MRA outer model test results

Reliability was assessed using Cronbach's Alpha and Composite Reliability (CR). As shown in Table 1, all constructs demonstrated high internal consistency, with Cronbach's Alpha values ranging from 0.854 to 0.94, well above the 0.70 benchmark, indicating excellent reliability of the measurement instrument. Composite Reliability (CR) values ranged from 0.854 to 0.962, exceeding the recommended threshold of 0.70, indicating high internal consistency and reliability of the constructs (Hair et al., 2019). Average Variance Extracted (AVE) values were all above 0.50 (ranging from 0.587 to 0.654), confirming adequate convergent validity, as each construct explains more than 50% of the variance in its respective indicators. These results demonstrate that the measurement model exhibits strong reliability and convergent validity, supporting the robustness of the construct operationalization.

Table 1. Reliability Test Results

Construct	Cronbach's Alpha	Composite reliability (CR)	AVE
Interaction (X x Z)	1.000		
Green Perceived Quality (X)	0.854	0.921	0.587
Green Purchase Intention (Y)	0.914	0.948	0.632
Green Trust (Z)	0.946	0.962	0.654

The structural model explained 68% of the variance in green purchase intention ($R^2 = 0.68$), indicating substantial explanatory power. The Stone-Geisser Q^2 value was 0.25, which exceeds zero, confirming the model's predictive relevance. Furthermore, effect sizes (f^2) were computed to assess practical significance Green perceived quality → Green purchase intention: $f^2 = 0.18$ (medium effect), and interaction effect (X × Z): $f^2 = 0.002$ (negligible effect). These results suggest that while green perceived quality has a meaningful impact, the moderating role of green trust is practically insignificant.

Hypothesis testing (see Table 2) revealed that H_1 is supported: green perceived quality has a positive and significant effect on green purchase intention (β = 0.300, p = 0.001). However, H_2 is rejected, as the interaction between green perceived quality and green trust was not significant (β = –0.003, p = 0.897), indicating that green trust does not strengthen this relationship in the context of eco-print MSMEs in Surabaya.

Table 2. Hypothesis Test Results

Hypotesis	Path	β	T value	p value	Result
H_1	GPQ → GPI	0.300	3.214	0.0001	Supported
H_2	GPQ x GT → GPI (moderation)	-0.003	0.137	0.897	Not supported

Note: GPQ = Green Perceived Quality; GT = Green Trust; GPI = Green Purchase Intention

Discussion

Green perceived quality significantly influences eco-friendly purchasing intentions for eco-print products from MSMEs in Surabaya

The finding study indicate that green perceived quality has a statistically significant positive effect on green purchase intention (p = 0.300 < 0.05). This hypothesis is supported, demonstrating that when consumers perceive eco-friendly, energy-efficient products as high quality, their likelihood of purchasing such products increases.

Conversely, when consumers think there is a risk in purchasing non-green energy-saving products, their purchase intention will also decrease (Wasaya et al., 2021). Ecoprint MSME products have a high value compared to MSMEs that do not use ecoprint, so ecoprint MSME products can increase income. Governments should prioritize educating consumers on the significance of eco-friendly consumption. This initiative would not only raise awareness but also contribute to environmental conservation efforts, as highlighted by (Novita & Husna, 2020).

Consumer intent to purchase eco-print products from MSMEs is positively influenced by the eco-friendly attributes of these products. This influence is caused because it is to protect the environment so that damage does not occur. This is in accordance with sustainable development in Indonesia which aims to try to protect the environment. The majority of consumers (79%) of eco-print products from Surabaya-based MSMEs fall within the 18–22 age group, categorized as adolescents. For this demographic, prioritizing environmentally friendly products in purchasing decisions is critical, as they emphasize environmental preservation.

This study aligns with prior research demonstrating a positive and significant influence of green perceived quality on green purchase intention (Wibowo et al., 2022). Similarly, findings from (Wasaya et al., 2021) corroborate that green perceived quality positively drives eco-friendly purchasing behaviour. There is substantial evidence supporting the claim that green perceived quality positively influences green purchase intention. Multiple studies confirm that green perceived quality directly enhances green purchase intention. For instance, one study found that green perceived quality, along with green perceived value and green trust, significantly predicts green purchase intention (Cheung et al., 2015; Wasaya et al., 2021). Another study specifically highlights that positive perceptions of product quality significantly enhance purchase intentions, emphasizing the critical role of perceived quality in decision-making (Alsiehemy, 2025).

Green perceived quality also influences green purchase intention through mediating factors such as green trust and green satisfaction. For example, one study demonstrated that green satisfaction and green trust mediate the relationship between green perceived quality and green purchase intentions (Gil & Jacob, 2018). Similarly, another study found that green perceived quality affects moral intensity and moral judgment, which in turn promote green purchase intention (Tian et al., 2022). Environmental awareness and perceived price can moderate the relationship between green perceived quality and green purchase intention. For instance, environmental awareness was found to significantly moderate this relationship, enhancing the impact of green perceived quality on purchase intentions (Wasaya et al., 2021). Additionally, perceived price can influence the strength of the relationship between green trust and green purchase intention, with higher perceived prices amplifying the effect (Wang et al., 2019). The provided abstracts strongly support the assertion that green perceived quality has a positive and significant influence on green purchase intention. This relationship is further enhanced by mediating factors such as green trust and green satisfaction, and moderated by factors like environmental awareness and perceived price.

Green trust does not significantly moderate the relationship between green perceived quality and green purchase intention for eco-print products from MSMEs in Surabaya.
The findings of this study reveal that green trust does not significantly moderate the relationship between green perceived quality and green purchase intention for eco-print products offered by MSMEs in Surabaya. Statistical analysis yielded a *p*-value of 0.897 (> 0.05), leading to the rejection of the moderating hypothesis. This result suggests that, despite consumers' trust in the environmental claims of a product, such trust alone does not amplify the impact of perceived quality on their purchase intentions. In other words, trust in sustainability does not automatically translate into stronger behavioral responses when quality perceptions are already formed, indicating that green trust may not function as a reinforcing mechanism in this particular context.

This finding contrasts with prior research that positions green trust as a critical enabler in green consumer behaviour. Green trust is widely recognized as a significant predictor of green purchase intention, often serving as a psychological bridge between cognitive evaluations and behavioural outcomes (Cheung et al., 2015; Mombeuil & Diunugala, 2024; Tsai et al., 2025; Nguyen Tran Cam, 2023). Several studies have demonstrated its mediating role between antecedents such as green perceived value, green perceived risk, and purchase intention (Gil & Jacob, 2018; Mombeuil & Diunugala, 2024; Nguyen Tran Cam, 2023). Notably, Gil & Jacob (2018) and Mombeuil & Diunugala (2024) found that green trust mediates the relationship between green perceived quality and green purchase intention, suggesting that trust *transmits* the effect of quality perceptions into actual purchase decisions.

Even more relevant, Gil & Jacob (2018) previously identified green trust as a moderating factor that strengthens the quality–intention link, a finding that directly contrasts with the present results. The divergence observed in this study may be attributed to contextual differences—particularly the unique characteristics of the Surabaya MSME market and its consumer base. A notable 69% of respondents hold an S1 (undergraduate) degree, indicating a relatively high educational background. This suggests that consumers in this context are more likely to engage in evaluative and multi-

attribute decision-making, weighing not only environmental trust but also product functionality, price, utility, and overall perceived value before making a purchase.

This aligns with findings from Wiranto & Adialita (2020), who emphasize the influence of green perceived price, and Putra & Nurlinda (2023), who highlight the roles of green brand image and environmental knowledge in shaping green purchase intentions. In such a rational and information-driven consumer environment, trust alone is insufficient to drive behavioral change unless it is accompanied by tangible product benefits and competitive value propositions.

For Surabaya-based MSMEs producing eco-print products, adopting the following strategies can enhance eco-friendly purchasing intentions: 1.) enhance product quality: ensure eco-friendly products adhere to rigorous quality standards to foster consumer confidence and drive purchase intent; 2.) build and sustain trust: implement transparent and credible marketing strategies to reinforce consumer trust in eco-friendly practices; 3.) emphasize perceived value: highlight the environmental and personal benefits of eco-friendly products to enhance perceived value and motivate purchasing decisions; 4.) strategic integration: by combining these approaches and prioritizing the development of green trust, MSMEs can effectively boost consumers' eco-friendly purchasing intentions.

CONCLUSION

Fundamental Finding: 1.) The findings indicate that green perceived quality significantly influences green purchase intentions for eco-print products from MSMEs in Surabaya; 2.) However, green trust does not significantly moderate the relationship between green perceived quality and green purchase intentions for these eco-print MSME products in Surabaya. For MSMEs in Surabaya that produce Eco print products, focusing on the following strategies can increase eco-friendly purchase intentions: a.) Enhance product quality: ensure eco-friendly products meet rigorous quality benchmarks to foster consumer confidence and drive purchasing intentions; b.) Build and maintain trust: Develop transparent and trustworthy marketing communication to strengthen eco-friendly trust among consumers; c.) Highlight perceived value: Emphasize the environmental and personal benefits of using eco-friendly products to increase perceived value and encourage purchase intent; d.) By leveraging these determinants and focusing on building green trust, SMEs can effectively increase the green purchasing intent of their consumers. **Implication:** This study introduces a conceptual model designed to MSMEs in strengthening their adoption of eco-friendly purchasing practices by leveraging perceived environmental quality, with this relationship being moderated by environmental belief. **Limitation:** The study was limited to customers in Surabaya and utilized a questionnaire-based approach with a restricted sample size within an intentionally simplified research framework. **Future Research:** Future studies could extend investigations to other regions in Indonesia with diverse contextual backgrounds to enable broader comparative analyses. Additionally, incorporating control variables such as perceived green values, environmental awareness, and environmental knowledge would enhance the robustness of the findings. Therefore, these variables should be explored in subsequent research.

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