

# Explaining Eco-label Cafés Behavioral Intention Through Green Skepticism, Perceived Value, and Attitude

Ananda Sabil Hussein<sup>1\*</sup>, Fatchur Rohman<sup>2</sup>, Kardina Yudha Parwati<sup>3</sup>, Danu Eko Pranoto<sup>4</sup>, Eka Fais Wahyuli<sup>5</sup>

<sup>1,2,3,4,5</sup>Department of Management, Universitas Brawijaya, Malang, Indonesia

*Corresponding Author.*

*\*Email: [sabil@ub.ac.id](mailto:sabil@ub.ac.id)*

**Abstract:** As sustainable consumption gains traction in the food and beverage industry, understanding the elements that drive customer interaction with ecologically responsible service providers becomes increasingly critical. This study investigates the factors influencing behavioral intention for eco-label cafés in Indonesia by including green skepticism, perceived value, and attitude. A quantitative approach was used, with survey data collected from 100 respondents familiar with eco-label cafés. The data were analyzed using multiple linear regression to determine the impacts of green skepticism, green perceived value, and green attitude on behavioral intention. The model explains a significant share of variance in behavioral intention. Green perceived value and green attitude have a considerable beneficial effect on behavioral intention, with green attitude emerging as the most powerful predictor. In contrast, green skepticism has a negative but statistically negligible effect. The findings imply that eco-label café owners should prioritize increasing green perceived value and cultivating green attitudes through meaningful customer experiences and sustainability-driven communication methods, rather than focusing solely on decreasing consumer mistrust or skepticism. This study adds to the green marketing literature by applying psychological-behavioral theory to the eco-label café context and demonstrating that positive drivers, such as perceived value and attitude, outweigh negative perceptions when shaping behavioral intention in an emerging market.

**Keywords:** Behavioral Intention, Green Skepticism, Green Perceived Value, Green Attitude, Eco-label.

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## 1. INTRODUCTION

The rising ecological issue has focused scholarly and management attention on green consumption and marketing. As consumers grow more conscious of ecological issues, corporations have responded by marketing eco-friendly products and implementing green strategies [1]. Eco-label cafés, which prioritize eco-friendly measures including waste reduction, sustainable sourcing, and eco-certification, have become more popular in recent years, especially in great and developing nations like Indonesia. Indonesian customers believe that the F&B industry needs to improve its sustainability policies and want different F&B business units to be proactive in their efforts to keep up sustainability by not being scared to question green promises [2]. This pattern is indicative of a larger trend toward sustainable consumption, where consumers are taking the environment into account more and more when making purchases [1][3]. Numerous cafés and restaurants in Indonesia may lose their customers if they do not implement sustainable methods due to consumer awareness of sustainability values. For this reason, they must maintain the behavioral intentions of loyal customers.

There are many factors that can make customers have positive behavioral intentions towards a brand. Consumer behavior has changed dramatically as environmental deterioration has become a global concern. The real customer behavioral reactions to eco-label cafés are still uneven, notwithstanding this encouraging growth. While some customers actively support eco-friendly companies, others show reluctance or apathy, suggesting the existence of perceptual and psychological obstacles. One critical issue is the emergence of green skepticism

which is defined as consumers' predisposition to distrust corporations' environmental statements [4]. The rise of greenwashing methods has eroded confidence, prompting consumers to question corporate sustainability claims. This mistrust may undermine the efficacy of green marketing and reduce behavioral intentions.

Furthermore, consumers' overall evaluation of environmental benefits relative to costs is reflected in green perceived value [5]. Prior studies have demonstrated that perceived value plays a significant role in consumer decision-making, particularly in sustainable settings when emotional and practical benefits are combined. Several previous studies show that perceived value is also a factor that influences behavioral intention [6][7][8]. Moreover, green attitude, defined as an individual's favorable judgment of environmentally responsible behavior, has long been recognized as a strong predictor of behavioral intention [9]. Individuals with strong environmental attitudes are more likely to participate in sustainable consumption behaviors [10].

Although earlier research has looked at these variables separately, few studies have combined green skepticism, perceived value, and attitude into a unified model to predict behavioral intention. As a result, the purpose of this study is to investigate the simultaneous effects of these three variables on behavioral intentions toward green products. This study adds to the literature by giving empirical data on the relative impact of cognitive (perceived value), affective (attitude), and critical (skepticism) aspects in shaping consumer responses to green marketing. These three areas are used in the examination to ensure holistic elements influencing behavioral intention. This study makes multiple contributions. First, it expands green marketing research into the underserved eco-label café sector. Second, it offers a complete framework that includes both positive (value and attitude) and negative (skepticism) factors of behavior. Third, it provides empirical findings from an emerging market environment, which adds to the worldwide understanding of green consumption.

## **2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT**

### *2.1. Behavioral Intention*

Behavioral intention is an individual's subjective likelihood or willingness to engage in a particular behavior. Within the sphere of consumer behavior, it is often recognized as the most direct predictor of actual conduct, reflecting the motivating variables that impact decision-making [11]. In the context of sustainable consumption, behavioral intention refers to customers' willingness to engage in ecologically responsible behavior, such as purchasing eco-friendly products or visiting eco-label cafes. Behavioral intention acts as an important link between psychological predispositions and actual consumer behavior. Behavioral intention has been extensively utilized to predict consumers' willingness to buy eco-friendly products, return to green service providers, and suggest sustainable brands to others [5]. In the context of eco-label cafés, behavioral intention can take several forms, including the intention to attend, repurchase, or support cafés that use responsible techniques. These intentions are influenced not just by consumers' views, but also by their assessment of the value provided and their level of confidence or skepticism regarding environmental claims.

### *2.2. Green Skepticism*

Green skepticism is characterized by suspicion in companies' environmental promises, which is frequently the result of alleged greenwashing [12]. Consumers may be skeptical of the motivation and effectiveness of corporations when engaged in non-market actions that are seen to serve the community as a whole because corporations are in business to maximize profits [13]. High skepticism may undermine customer confidence and have a detrimental impact on behavioral intentions. Previous study has proved that green corporate social responsibility skepticism negatively affects behavioral intention [14]. Empirical evidence is varied; although some studies demonstrate a negative association [4], others suggest that doubt does not always lead to behavioral intention. Thus, this study established the following hypothesis.

H1: Green skepticism negatively affects behavioral intention.

### *2.3. Green Perceived Value*

Green perceived value captures the trade-off between perceived environmental benefits and associated costs [5]. It includes functional, emotional, and social dimensions. Perceived value is the consumer's overall assessment of the net benefits gained from a certain product, service, or market offering [15]. According to existing marketing literature, perceived value is a significant predictor of post-purchase behaviour [16]. Higher

customer perceived value significantly enhances behavioral intention toward green products [1][6][7][8]. Therefore, this study established the following hypothesis based on several previous research supports.

H2: Green perceived value positively influences behavioral intention.

**2.4. Green Attitude**

According to the Theory of Planned Behavior, attitude is a key determinant of intention [4]. Individuals with strong pro-environmental attitudes are more likely to engage in sustainable consumption behaviors [17]. Green attitudes are positive ideas and assessments of environmental performance that are strongly associated with green behaviour [18]. These definitions show that attitudes are unique to an object or event and change based on variations in human behavior. The need to re-examine the reasons that contribute to this gap is becoming essential, especially since elements such as scepticism, perceived green values, and green attitudes are little unexplored [19]. Therefore, this study established the following hypothesis.

H3: Green attitude positively influences behavioral intention.

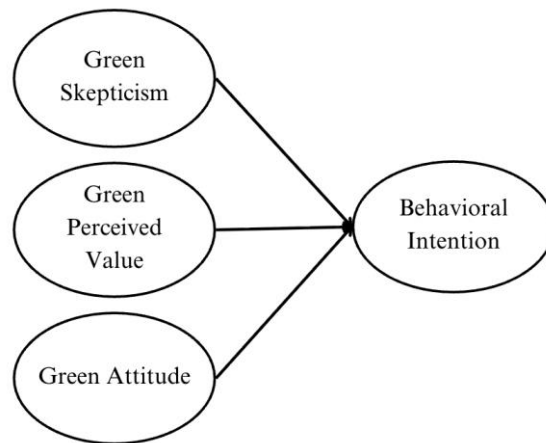


Figure 1. Research model

**3. METHOD**

This study takes a quantitative approach, with a cross-sectional survey design. Data were obtained from Indonesian consumers who are aware of or have used and visited eco-label café destinations. The survey had a total of 100 respondents. Purposive sampling is used to target respondents. The sample will be drawn directly from multiple eco-label cafés, with sample criteria comprising visitors to eco-label café destinations in Indonesia who are at least 18 years old and frequent eco-label café more than ordinary cafés. This is to ensure that replies accurately reflect their commitment to the eco-label café, or to green principles in general. To evaluate the assumptions, the data were analyzed via multiple linear regression (SPSS).

All variables were measured using 5-point Likert-scale items that were adapted from several previous research summaries that were appropriate for the study’s objectives. This study uses multiple linear regression analysis to investigate the concurrent effects of green skepticism, green perceived value, and green attitude on behavioral intention toward eco-label cafés. This strategy is ideal because it estimates the unique contribution of each independent variable while accounting for the others. Multiple regression provides for an assessment of the model’s overall explanatory power, revealing how well the variables explain changes in behavioral intention. Given that the goal of this study is to evaluate several hypotheses inside a single framework, multiple linear regression is thought to be the best analytical technique. The regression model is constructed as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3$$

where Behavioral Intention (Y) is impacted by Green Skepticism ( $X_1$ ), Green Perceived Value ( $X_2$ ), and Green Attitude ( $X_3$ ).

Table 1. Operational definition of variables

Variable	Item	Code
Green Skepticism	I doubt that this is an environmentally friendly café.	GS1
	I'm not sure if this café is less destructive to the environment.	GS2
	I'm not sure if this café satisfies strict environmental requirements.	GS3
	I'm wondering if this café is better for the environment.	GS4
Green Perceived Values	This café has the required eco-friendly features.	GV1
	This café saves me time when I make an order here.	GV2
	The effort required to purchase from this café is little.	GV3
	Recycling bins are available at this café.	GV4
	The meal I ordered at this café is environmentally friendly.	GV5
Green Attitude	Environmental protection is very important to me.	GA1
	I'd like to actively join an environmental group.	GA2
	I believe I could help collect funding for environmental conservation.	GA3
	I frequently try to persuade others that environmental responsibility is vital.	GA4
	Nature can contribute to human welfare and quality of life.	GA5
Behavioral Intention	I will not patronize another café that lacks an eco-label.	GL1
	I will recommend that my friends purchase this café tourist goods.	GL2
	I will aggressively seek out updated information about this café.	GL3
	As my first pick for tourism, I will go with this café.	GL4
	Even if costs rise, I will continue to pay at this café.	GL5
	I will choose this eco-friendly café.	GL6

#### 4. RESULTS AND DISCUSSION

##### 4.1. Model Evaluation

This study uses multiple linear regression analysis to investigate the impact of green skepticism, perceived value, and attitude on behavioral intention towards eco-label cafés. The findings show that the suggested model has good explanatory power. The coefficient of determination ( $R^2 = 0.739$  and Adjusted  $R^2 = 0.730$ ) indicates that the independent factors explain 73.9% of the variance in consumer behavioral intention. This kind of explanatory power is regarded as significant in consumer behavior and green marketing research, where behavioral results are frequently influenced by a variety of psychological and contextual factors [1][2]. The ANOVA findings show that the model is statistically significant ( $F = 91.319$ ,  $p < 0.001$ ), implying that the independent variables have a significant effect on behavioral intention. This finding lends support to the model's robustness and suggests that the selected predictors are useful in describing green behavior.

##### R-square ( $R^2$ ) testing

R	$R^2$	Adjusted $R^2$	Std. Error of the Estimate
0.859 <sup>a</sup>	0.739	0.730	2.12617

##### F-testing (ANOVA)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1238.452	3	412.817	91.319	<0.001 <sup>a</sup>
Residual	438.499	97	4.521		
Total	1676.950	100			

##### T-testing

Variable	B	Beta	t	Sig.	Result
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Green Skepticism	-0.015	-0.017	-0.312	0.756	Not significant
Green Perceived Value	0.586	0.437	5.329	<0.001	Supported
Pro-Environmental Attitude	0.627	0.481	5.921	<0.001	Supported

where a = Predictors: (Constant), Attitude, Green Skepticism, and Green Value.

*4.2. Hypothesis Testing*

The regression results show that the independent variables have a diverse influence on behavioral intentions. Green skepticism does not significantly affect behavioral intention ( $\beta = -0.017, t = -0.312, p = 0.756$ ). Therefore, H1 is not supported. Although the link is negative, it is statistically insignificant, implying that skepticism has little influence on behavioral intentions in this case. Green perceived value significantly increases behavioral intention ( $\beta = 0.437, t = 5.329, p < 0.001$ ). Therefore, H2 is supported. This suggests that consumers who perceive higher value in eco-label cafés are more likely to form stronger behavioral intentions. Green attitudes had a considerable favorable impact on behavioral intentions ( $\beta = 0.481, t = 5.921, p < 0.001$ ), supporting hypothesis 3. Among the predictors, green attitude has the highest standardized coefficient, indicating its dominant role to affect behavioral intention. The estimated regression equation is shown below:

$$Y = - 0.590 - 0.015 X_1 + 0.586 X_2 + 0.627 X_3$$

where Behavioral Intention (Y) is impacted by Green Skepticism ( $X_1$ ), Green Perceived Value ( $X_2$ ), and Green Attitude ( $X_3$ ).

*4.3. Discussion*

The finding provides light on the factors that influence behavioral intention toward eco-label cafés, particularly in terms of green consumption in emerging economies. Contrary to expectations, the findings show that green skepticism has no substantial effect on behavioral intention. This finding contrasts with previous research, which has highlighted skepticism as a significant barrier that weakens trust and limits consumers' willingness to engage with green products or services [4][12]. One probable explanation is the experiential character of eco-label cafés. Unlike tangible green products that rely largely on informational cues such as labels and certifications, cafés offer direct, observable, and multisensory experiences. Consumers can rapidly assess green practices based on indications such as reusable materials, waste management systems, and an ambiance. As a result, skepticism of abstract green claims may be less influential than direct experiences.

This study may indicate a “skepticism tolerance” phenomena, in which consumers recognize potential exaggeration in green promises but do not change their behavioral intentions until skepticism reaches a crucial threshold. This is consistent with research showing that skepticism does not necessarily lead to behavioral resistance, especially when consumers perceive compensatory benefits [12]. In the Indonesian context, this outcome may also be influenced by the level of green consciousness. While consumers’ understanding of sustainability issues is growing, they may not yet be strongly opposed to perceived greenwashing. Instead, they may take a more practical approach, weighing skepticism against apparent benefits and convenience.

Second, green perceived value has a strong and favorable influence on behavioral intention, which supports previous findings in green marketing literature [5][1]. This finding emphasizes the significance of value-based decision-making, in which consumers consider not just environmental benefits, but also functional and emotional aspects of the service. Green perceived value in eco-label cafés may include food quality, pricing fairness, social identity, and emotional satisfaction from supporting ecologically responsible businesses. The strong effect of perceived value is consistent with consumption value theory, which holds that consumer choices are influenced by a variety of value dimensions [20]. This finding proves that eco-label café owners should focus on providing overall environmental value rather than just environmental claims.

Third, green attitudes emerge as the biggest predictors of behavioral intention, providing substantial support for the theory of planned behavior (TPB). This finding is consistent with previous research showing that attitude is an important predictor of intention in sustainable consumption [10][17]. Consumers with strong green attitudes are more inclined to put their convictions into action, such as supporting eco-friendly cafés. The prevalence of attitudes emphasizes the importance of intrinsic motivation and personal values in influencing consumer behavior. This is especially essential in sustainability issues, where decisions are influenced by ethical considerations rather than strictly economic factors. Furthermore, the high influence of attitude may suggest that

subjective norms and external pressures play a less important role in this context. Instead, personal conviction appears to be the key motivator, which is consistent with previous findings in green consumption studies [17]. From a broader viewpoint, this finding highlights the significance of long-term attitude change in supporting sustainable consumption. While marketing methods can increase perceived value, building attitudes necessitates deeper involvement through education, awareness campaigns, and social influence mechanisms.

This study's primary addition is its integrative perspective, which demonstrates that positive drivers (green perceived value and attitude) trump negative elements (green skepticism) in determining behavioral intention. This study points to a net-positive decision-making paradigm in which consumers are more influenced by perceived benefits and internal incentives than by doubts or uncertainty. In other words, even when skepticism is present, it can be overcome by strong value perceptions and positive attitudes. This observation adds to the continuing discussion in green marketing literature about the relative importance of enablers and barriers. While previous research has frequently highlighted the negative consequences of skepticism and greenwashing [21][22][23], this study emphasizes the durability of positive factors in maintaining green behavior. From a theoretical standpoint, this supports the applicability of an extended TPB framework, in which additional constructs such as perceived value enhance the model's explanatory capacity.

## **5. CONCLUSION**

This study investigates the impact of green skepticism, green perceived value, and green attitudes on behavioral intention towards green products (eco-label café). The findings indicate that green perceived value and attitude have a significant and positive influence on behavioral intention, while green skepticism does not. The study adds to the literature by revealing that customer behavior in green marketing is predominantly motivated by perceived benefits and personal values, rather than skepticism. Theoretically, this study integrates multiple psychological dimensions, including perceived value as a cognitive factor, attitude as an affective factor, and skepticism as a critical factor, which being an antecedent of behavioral intention; it extends green marketing literature by combining skepticism, value, and attitude in one model; and supports attitude-behavior consistency theory in environmental settings. This study makes valuable practical contributions in a managerial framework. Firms should concentrate on increasing perceived value rather than simply decreasing skepticism. Marketing strategies should stress emotional and ethical appeals in order to increase green sentiments.

Despite its many contributions, this study has a few limitations and recommendations for further research. First, the sample size is relatively small. As a result, future study will likely involve a bigger sample size. Second, the cross-sectional design restricts causal inferences. As a result, future study can employ different methodologies, such as longitudinal or interpretive approaches, to collect more detailed data. Third, this study is restricted to linearly measuring three variables that comprise customer behavioral intention. Future research should incorporate more complete variables and models, for example, by combining them with other variables such as the mediating effect of green relationship quality such as green brand trust and satisfaction, the moderating role of green brand image or reputation and environmental knowledge, and so on.

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