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Exploring Consumer Behavior in Coffee Shops: How Store Atmosphere and Sustainability Marketing Affect Purchase Intentions Through Perceived Value

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Abstract: Recent years, academic and practical attention toward store atmospherics has grown, driven by its consideraable impact on consumer behavior. Simultaneously, sustainability has emerged as a prominent topic across various industries, including the culinary sector. This study investigates how store atmosphere and sustainable marketing practices affect consumer purchase intention, emphasizing the mediating role of perceived value—specifically in the context of coffee shop consumption behavior in Indonesia. Data were collected via an online survey targeting frequent local coffee shop visitors, yielding 200 respondents through convenience sampling. The study utilized the Partial Least Squares Structural Equation Modeling (PLS-SEM) technique for analysis, with SmartPLS 3.0 software serving as the primary analytical tool. The dependent variable is purchase intention, while the independent variables comprise store atmosphere and sustainability marketing, with perceived value functioning as an intermediary factor in the model. The results indicate, first, that a significant and positive effect is exerted by store atmosphere on consumers' purchase intention. Second, sustainability marketing does not demonstrate a direct and statiscally notable influence on consumers' buying decisions. Finally, Perceived value serves as a crucial intermediary in the linkage between store atmospherics, sustainability marketing, and purchase intention within Indonesian coffee shops.

Keywords: Store Atmospherics, Sustainability Marketing, Purchase Intention, Perceived Value, Coffee Shops.

INTRODUCTION

Coffee plays a significant role in Indonesia's economic activities and serves as a vital commodity in the country's trade sector. As the fourth-largest coffee producer globally, after Brazil, Vietnam, and Colombia, Indonesia relies on coffee as a key contributor to its foreign exchange earnings (International Coffee Organization, 2023). The industry supports the national economy and sustains millions involved in cultivation, processing, and export.

In contemporary society, coffee has transcended its traditional consumption at home, evolving into a cultural and social activity. Coffee shops have emerged as lifestyle hubs for socializing, working, and relaxing, which increases the demand for aesthetically appealing spaces. Businesses must therefore understand consumer preferences and create distinctive environments to remain competitive (Mohamad Ramdhan & Sarah, 2024; Setyawan & Rinova, 2025; Fitrianna, 2022). Bitner (1992), building on Kotler (1973), emphasized that retail atmospherics elements like lighting, layout, and music can psychologically influence consumer behavior. These atmospheric cues contribute to perceptions of comfort, which in turn shape purchasing decisions (Srinivasan & Srivastava, 2010; Wakefield & Baker 1998; Liu & Jang 2009).

Store atmosphere (SA) refers to the holistic impression conveyed through a store's physical setting, including its layout, decoration, and ambient features. According to Levy & Weitz (2007), this includes elements like interior design, furniture arrangements, floor and wall treatments, color schemes, scents, and auditory stimuli. The configuration of product displays and visual merchandising also significantly shapes customer perception. Jasniko (2013) and Mowen et al. (2002) noted that features such as music, aroma, and architectural design evoke emotional responses, while Peter & Olson (1996) identified resulting emotional states as pleasure, arousal, or dominance.

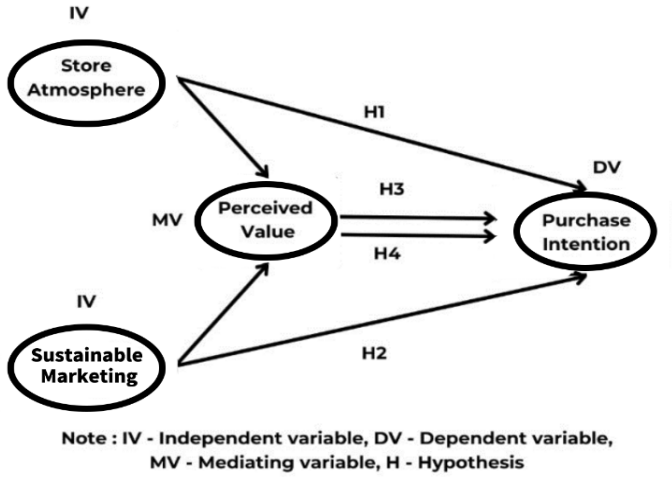
Amid the rise of coffee shop culture, concerns over environmental sustainability have grown. Although many establishments now offer reusable cups and paper alternatives, approximately 60% of food and beverage packaging remains plastic-based (Groh et al., 2019). This development has prompted the implementation of sustainable marketing initiatives that utilize environmentally friendly materials, with the dual objective of mitigating ecological harm and reinforcing corporate brand equity. Studies by Groh et al. (2019), Shin et al. (2012) and Situmorang (2011) highlight how sustainable practices attract consumers and serve as competitive advantages.

Green marketing also contributes to perceived value by promoting healthier and environmentally conscious brand images. According to Fahmi (2023) and Dewi & Annas (2022), sustainable business practices can foster consumer loyalty and enhance brand equity. Perceived value itself is a central construct in consumer decision-making. Kotler & Keller (2016) define it as the customer's evaluation of the benefits and costs of a product relative to alternatives. Hasan et al. (2014) describe it as a monetary representation of perceived quality, while Tjiptono (2005) sees it as the emotional connection formed when custome expectations are fulfilled. Sweeney and Soutar as cited in Tjiptono (2005) consist of four, namely: 1.) Emotional value, 2.) Social value, 3.) Quality/Marketing value, 4.) Price/value of money.

Purchase intention (PI) represents a critical component in comprehending consumer behavior. It reflects the decision-making process of customers and is influenced by their needs, motivations, and perceptions (Shah et al., 2012; Morwitz, 2014; Iriandy et al. 2024). It is influenced by product quality, brand image, and perceived value (Ghosh 1990; Mirabi et al., 2015; Chi et al., 2009). Liu & Jang (2009) found that interior design and staff-related factors significantly affected perceived value, a conclusion supported by Wakefield & Baker (1998) and Heung & Gu (2012), despite some contextual differences. Nevertheless, most studies on perceived value consistently highlight its positive influence on customer satisfaction.

Perceived quality, defined as the consumer's comprehensive evaluation of the overall excellence of a product or service, exerts a substantial influence on their purchasing behavior. Muhammad (2013) highlights its role in providing competitive advantage, while Chi et al. (2009) and Mirabi et al. (2015) assert that product quality, more than price or packaging, strongly drives purchase intention. In the context of coffee shops, enhancing perceived quality can be achieved through both product attributes and experiential factors such as store atmosphere and brand ethics.

Therefore, this study seeks to investigate the influence of store atmospherics on consumers' purchase intentions within the context of coffee shops in Indonesia. In addition, it aims to assess the effect of sustainable marketing practices on consumers' intention to purchase. Moreover, the study investigates the mediating effect of perceived value in the relationship between store atmospherics and sustainability marketing on purchase intention. The conceptual model guiding this research is depicted in Figure 1, and the research hypotheses are derived accordingly.



Information
H 1: Store atmosphere exert a positive effect on purchase intention.
H 2: Sustainable marketing positively influences purchase intention.
H 3: The effect of store atmospherics on purchase intention is mediated by perceived value.
H 4: The effect of sustainable marketing on purchase intention is mediated by perceived value.

Figure 1. Research Model used in the Study

METHODS

To address the research objectives outlined in the introductory section, this study employs a quantitative research design, utilizing a questionnaire-based survey as the principal data collection method targeting consumers. This methodological approach facilitates the empirical identification and statistical testing of relationships among key variables through the analysis of numerical data. The effectiveness of this method in examining behavioral constructs has been previously demonstrated by Marlina et al. (2024), who employed a similar survey-based quantitative approach to explore the impact of leadership style and employee placement on motivation and performance in organizational settings.

The data collection process involved administering a structured survey incorporating descriptive analysis to evaluate four primary variables: store atmosphere, sustainable marketing, perceived value, and purchase intention. To measure these constructs, a five-point Likert scale based on Rensis Likert's methodology was employed, enabling respondents to express their agreement with various statements relating to actual or hypothetical scenarios. The scale ranged from 1 (Strongly Disagree) to 5 (Strongly Agree), thereby facilitating the quantification of respondents' perceptions and attitudes. Data were gathered through an online questionnaire disseminated via Google Forms, yielding a total of 200 completed responses. A convenience sampling technique was employed to recruit participants from diverse regions across Indonesia. The questionnaire consisted of two sections: Section A captured demographic details such as gender, age, monthly income, and educational background, while Section B focused on questions related to purchase intention in the context of store atmosphere, sustainable marketing practices, and perceived value.

Incorporates several key variables, where store atmosphere (SA) and sustainable marketing (SM) function as independent variables, perceived value (PV) serves as the mediating variable, and purchase intention (PI) is designated as the dependent variable. Store atmosphere consists of a few elements; such as cleanliness, music, lighting, colour and display

(Chi et al., 2009). As for the sustainable marketing, aspects of sustainability practices that are used for marketing purposes are considered; such as the use of renewable resources and environmentally friendly practices (Shin et al., 2012). Perceived value is commonly seen as aspects of the product or services' actual monetary value in contrast to how the consumer sees it, so elements of how the respondents rate the products and/or services will be included in the survey. For purchase intention, the questions look at whether the consumer will want to purchase the products from the local coffee shop after considering the factors presented to them beforehand (i.e. elements of store atmospherics and sustainable marketing, as well as perceived value).

Construct validity was examined using the Average Variance Extracted (AVE), calculated via SmartPLS 3.0. AVE values exceeding 0.50 confirmed that each construct achieved acceptable convergent validity. Subsequently, internal consistency reliability was assessed through Composite Reliability (CR), where values above 0.70 demonstrated the reliability of the measurement instrument. A detailed summary of these validity and reliability test results is presented in the table below.

Table 1. Reliability and Validity Testing Results

	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Perceived Value	0.853	0.895	0.630
Purchase Intention	0.886	0.917	0.689
Store Atmosphere	0.966	0.969	0.556
Sustainable Marketing	0.875	0.910	0.670

To ensure discriminant validity, it was verified that the square root of each construct's AVE exceeded its correlations with other constructs, aligning with established validation criteria. The outcomes of this analysis are also presented below.

Table 2. Fornell-Larcker Testing Results

	Perceived Value	Purchase Intention	Store Atmosphere	Sustainable Marketing
Perceived Value	0.794			
Purchase Intention	0.757	0.830		
Store Atmosphere	0.632	0.616	0.746	
Sustainable Marketing	0.647	0.474	0.542	0.818

Furthermore, the Heterotrait-Monotrait (HTMT) ratio of correlations was employed as an additional and more robust measure of discriminant validity, as it has been recognized as a superior method compared to the Fornell-Larcker criterion (Henseler et al., 2015). The above table shows the results; all results show values of < 0.9 and therefore meets the criteria for discriminant validity for this test.

Table 3. Hetero-Monotrait Ratio of Correlations Test Results (HTMT)

	Perceived Value	Purchase Intention	Store Atmosphere	Sustainable Marketing
Perceived Value				
Purchase Intention	0,868			
Store Atmosphere	0,688	0,663		
Sustainable Marketing	0,745	0,537	0,584	

For statistical analysis, the research employs SmartPLS 3 statistical software. Initially, a descriptive analysis was conducted based on participants' demographic characteristics, such as

age, gender, and frequency of coffee shop visits. Descriptive statistics were also applied to examine the four main variables: store atmosphere, sustainability marketing, perceived value, and purchase intention.

The target population consists of coffee shop consumers in Indonesia. As suggested by Hair et al. (2006), an excessively large sample size may impede optimal model development. Following established guidelines for SEM, a sample size of 100 to 200 respondents is considered adequate to ensure the robustness of parameter estimates. Thus, the sample size in this study was selected based on these guidelines to maintain statistical rigor and ensure the reliability of the findings. Furthermore, Memon et al. (2020) propose a ratio of indicators to sample size between 1:5 and 1:10. Given that the questionnaire includes 40 indicators, a total of 200 respondents was considered appropriate based on the 1:5 ratio guideline.

RESULTS AND DISCUSSION

Characteristics of Demographics

The demographic profile of respondents, presented in Table 4, presents key attributes such as age and educational attainment through descriptive statistical analysis, offering a foundational understanding of the sample characteristics. Specifically, descriptive statistic captures various attributes, including educational level, gender, marital status, age distribution, and tenure. After the questionnaire were completed by the participants, they were systematically compiled and processed for research analysis.

Based on data from respondents, the age of the respondents who participated most in this research was in the 18–25-year range, namely 34% of the 200 respondents and followed by respondents over 45 years of age reaching 29.5% of the total respondents. Apart from that, the age of the respondents who contributed the least was classified as 31-35 years, namely 7% of the 200 respondents.

As for work, most respondents in this study worked as private employees, reaching 30.5% of the total 200 respondents. The student group is in second place with a percentage of 26.5%. Furthermore, civil servants contributed 18.0% of respondents, followed by businessmen/entrepreneurs with a percentage of 11.5%. Respondents who were retired contributed 7.0%, while housewives accounted for 4.0%. The group who are unemployed has the smallest percentage, namely 2.5%. The total number of respondents was 200 people, which means all job categories were represented in this research.

Table 4. Demographics results from survey (n=200)

Characteristic Variable	Frequency (n=200)	Percentage (%)
Gender		
Male	101	50.5
Female	99	49.5
Age		
18-25	68	34
26-30	23	11.5
31-35	14	7
36-40	19	9.5
41-45	17	8.5
Over 45	59	29.5
Occupation		
Student	53	26.5
Private Employee	61	30.5
Civil Servant	36	18
Business Owner	23	11.5
Housewife/husband	8	4
Unemployed	5	2.5
Retired	14	7

Income (per month)		
Under 1 Million IDR	51	25.5
2-4 Million IDR	34	17
4-7 Million IDR	44	22
7-10 Million IDR	29	14.5
Above 10 Million IDR	42	21
Level of Education		
Middle/High School	35	17.5
Vocational School	16	8
Diploma	6	3
Bachelor's Degree	83	41.5
Master's Degree	44	22
Doctoral Degree	16	8
Frequency of Visits		
More than once a week	71	35.5
Once a week	22	11
Several times a month	56	28
Once a month	51	25.5

To validate the conceptual model, structural model testing was performed by analyzing the path coefficients, which helped determine the significance and strength of the relationships between the variables and in testing the hypotheses. This analytical step is essential for assessing the extent to which the proposed theoretical framework aligns with the observed data.

The outer model presented in Figure 2 demonstrates the measurement relationships among the core constructs: store atmosphere (X1), sustainable marketing (X2), perceived value (M), and purchase intention (Y). The path coefficients show that both store atmosphere and sustainable marketing significantly influence perceived value. Moreover, perceived value exerts a substantial direct effect on purchase intention. Although sustainable marketing has a relatively weak direct effect on purchase intention, it contributes more significantly through its mediated impact via perceived value. These results highlight the pivotal role of perceived value as an intermediary in shaping consumers' purchasing behavior within the coffee shop context.

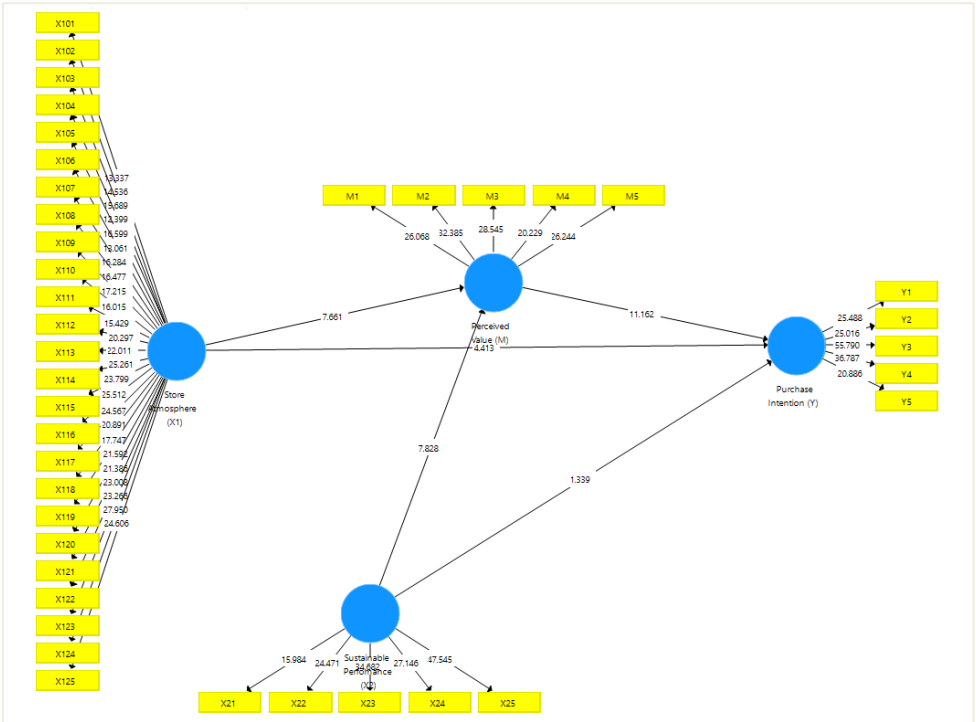


Figure 2. Bootstrapping Output – Outer and Structural Model

To further assess the robustness of the model, a *Goodness of Fit* analysis was conducted using the Q-Square (Q^2) value. The Q^2 value indicates the predictive relevance of the model, with higher values reflecting better explanatory power. The model yielded R^2 values of 0.530 for Perceived Value (M) and 0.609 for Purchase Intention (Y), indicating that the model's predictive relevance was assessed using the Q^2 statistic, calculated through an appropriate predictive formula, supporting the model's robustness.

Table 5. Goodness of Fit

Variables	R Square	R Square Adjusted
Perceived Value (M)	0,530	0,525
Purchase Intention (Y)	0,609	0,603

$$Q\ Square = 1 - [(1 - R_1^2) \times (1 - R_2^2)]$$
$$Q\ Square = 1 - [(1 - 0{,}525) \times (1 - 0{,}603)]$$
$$Q\ Square = 1 - (0{,}475 \times 0{,}397)$$
$$Q\ Square = 1 - 0{,}188$$
$$Q\ Square = 0{,}812$$

The resulting Q-Square value of 0.812 suggests that the research model has strong predictive accuracy, explaining approximately 81.2% of the variance in the observed data. The remaining 18.8% may be attributed to external factors not captured within the model. Thus, the model demonstrates a high level of fit and relevance, confirming its appropriateness for examining consumer behavior in the context of coffee shop environments.

The Relationship between SA, PI and PV (H1 and H3)

Using the SEM-PLS method, this section presents the statistical analysis of the relationships between Store Atmosphere (SA), Perceived Value (PV), and Purchase Intention (PI). The findings offer empirical support for several key hypotheses, demonstrating both direct and indirect effects among the constructs and elucidating the mediating role of perceived value in shaping consumer purchasing behavior within the context of coffee shops.

Table 6. Path Coefficient Values of Variables

	Original Sample (O)	**Standard Deviation (STDEV)**	**T-Statistics (|O/STDEV|)**	**P Values**
Perceived Value -> Purchase Intention	0.656	0.059	11162	**0.000**
Store Atmosphere -> Perceived Value	0.398	0.052	7.661	**0.000**
Store Atmosphere -> Purchase Intention	0.248	0.056	4.413	**0.000**
Sustainable Marketing -> Perceived Value	0.431	0.055	7.828	**0.000**
Sustainable Marketing -> Purchase Intention	-0.085	0.063	1.339	**0.181**

Applying the SEM-PLS method, the analysis results presented in the table above indicate that perceived value significantly impacts purchase intention. This is evidenced by the p-value (0.000) being less than 0.05 and the t-statistic (11.162) exceeding the critical threshold of 1.96. The direct effect of perceived value on purchase intention is measured at 0.656, suggesting that a one unit increase in perceived value leads to a 65.6% rise in purchase intention. This relationship is positive, highlighting the strong influence of perceived value on consumer purchasing decisions. These finsings are consistent with those of Dewi et al. (2025), who

emphasized the mediating role of perceived value in shaping consumer purchase intentions toward sustainable products. This suggests that perceived value serves as a central determinant in consumer decision-making, especially in contexts where sustainability attributes are emphasized.

Moreover, the analysis revealed a statistically significant effect of store atmosphere on perceived value, as evidenced by a p-value of 0.000 ($p < 0.05$) and a t-statistic of 7.661 ($t > 1.96$). The path coefficient of 0.398 indicates that a one-unit increase in store atmosphere is associated with a 39.8% increase in perceived value, confirming a positive and meaningful relationship. This is consistent with Agustin & Fachri (2025), who also found that store atmosphere significantly influences repurchase intention in coffee shops, especially when mediated by customer satisfaction, reinforcing the importance of physical and experiential elements in shaping customer behavior.

Similarly, store atmosphere was found to significantly influence purchase intention, with a p-value of 0.000 and a t-statistic of 4.413, both exceeding the conventional thresholds for significance. The direct path coefficient of 0.248 suggests that a one-unit enhancement in store atmosphere leads to a 24.8% increase in purchase intention, further underscoring the positive impact of the store environment on consumer behavioral outcomes.

The Relationship between SM, PI and PV (H2 and H4)

The following section presents an analysis of the impact of Sustainable Marketing on both Perceived Value and Purchase Intention, with a particular emphasis on distinguishing between direct and indirect effects within the consumer decision-making process. As indicated in Table 6, Sustainable Marketing exerts a statistically significant influence on Perceived Value, evidenced by a p-value of 0.000 ($p < 0.05$) and a t-statistic of 7.828 ($t > 1.96$). The corresponding path coefficient of 0.431 suggests that a one-unit increase in Sustainable Marketing is associated with a 43.1% increase in Perceived Value, demonstrating a positive and meaningful relationship.

Conversely, Sustainable Marketing des not exhibit a statistically significant direct effect on Purchase Intention, as indicated by a p-value of 0.181 ($p > 0.05$) and a t-statistic of 1.339 ($t<1.96$). The path coefficient of -0.085 suggests a negative association, indicating that a one-unit increase in Sustainable Marketing is linked to an 8.5% decrease in Purchase Intention. This influence is negative.

The analysis shows that the direct effect of Sustainable Marketing on Purchase Intention is negative and statistically insignificant, with a coefficient of -0.085. This implies that, paradoxically, increasing sustainable marketing efforts by one unit could lead to an 8.5% decrease in purchase intention. One plausible explanation for this counterintuitive result lies in the distinction between general purchase intention and green purchase intention, as highlighted in prior studies. Sustainable marketing often targets ethically conscious consumers and tends to influence green purchase intention, where buying decisions are driven by environmental awareness and values (Joshi & Rahman, 2015). However, this does not always translate into broader purchase intention, especially when consumers prioritize factors like price, convenience, taste, or brand familiarity—common in fast-moving consumer goods and food services like coffee shops.

Recent discourse in consumer behavior research suggests that many consumers express concern for sustainability but experience a "value-action gap"—where their stated values do not align with actual behavior (White et al., 2019). Factors contributing to this gap include skepticism toward green claims, lack of trust, green fatigue, and the perception of green products as more expensive or lower performing. In the specific context of Indonesian coffee shops, sustainable messaging alone may not resonate strongly with consumers unless it is linked to more immediate, tangible benefits, such as better service, comfort, or product quality.

This is supported by Dewi et al. (2025) and Putri et al. (2025), who argue that perceived value plays a pivotal mediating role in translating sustainability efforts into consumer action. When sustainable practices are perceived as enhancing product quality, customer experience, or brand reputation, they contribute more meaningfully to purchase intention. Thus, while sustainable marketing may not yield a direct effect on purchase intention, its indirect influence through perceived value remains significant. This finding highlights the importance of integrating sustainability into value creation, rather than relying on it as a standalone appeal.

The Mediating Role of Perceived Value

To investigate the mediating function of Perceived Value, this study examines its role in the relationship between Store Atmosphere and Sustainable Marketing on Purchase Intention. The analysis of indirect effects reveals the significance of Perceived Value as a mediator. For hypothesis H3, which explores the indirect impact of Store Atmosphere on Purchase Intention via Perceived Value, the results show a p-value of 0.000 ($p < 0.05$) and a t- statistic of 6.514 ($t > 1.99$), indicating a statistically significant mediation effect. The indirect path coefficient is 0.261, suggesting that an improvement in Store Atmosphere leads to a 26.1% increase in Purchase Intention through the enhancement of Perceived Value.

H4, which examines the indirect relaonship between Sustainable Marketing and Purchase Intention through Perceived Value, yielded a p-value of 0.000 and a t-statistic of 6.258, confirming a significant and robust mediating effect. The indirect effect value was 0.283, suggesting that a one-unit increase in Sustainable Marketing contributes to a 28.3% increase in Purchase Intention when mediated by Perceived Value.

Table 7. F-Test Results

	Perceived Value	Purchase Intention
Perceived Value		0.517
Store Atmosphere	0.238	0.09
Sustainable Marketing	0.279	0.01

As presented in the preceding table, the F-test was conducted to assess the F-square values, which indicate changes in the R-square value resulting from the omission of an exogenous variable from the structural model. This metric is instrumental in determining ge effect size of a mediating variable. This study also employed the F-square test to evaluate the mediating influence of perceived value on the relationships between store atmosphere, sustainability marketing, and purchase intention. Referring to Hair et al. (2006), an F-square value of ≥ 0.02 indicates a small effect, ≥ 0.15 a medium effect, and ≥ 0.35 a large effect, thereby aiding in the interpretation of effect sizes within the model. The F-square value for the path from Store Atmosphere to Perceived Value (H3) is 0.238, indicating a medium effect size. Similarly, the F-square value for the path from Sustainable Marketing to Perceived Value (H4) is 0.279, also reflecting a medium effect. When combined, these values result in a cumulative F-square of 0.517, signifying a large overall mediating effect of Perceived Value. Thus, it can be concluded that Perceived Value is an important mediating factor in this study. This conclusion is supported by empirical findings from Agustin & Fachri (2025) as well as Dewi et al. (2025), who highlight the significance of experiential and sustainable marketing in shaping consumer behavior through the enhancement of perceived value. These results are also consistent with earlier studies by Hasan et al. (2014) and Tjiptono (2005), which demonstrated that perceived value serves as a key mediating variable influencing various marketing outcomes.

CONCLUSION

Based on the foregoing discussion, several key conclusions can be articulated. First, the store atmosphere (SA) exerts a significant and positive influence on purchase intention (PI), suggesting that an aesthetically pleasing and thoughtfully designed physical environment within coffee shops serves as a critical determinant in shaping consumers' purchasing decisions. Second, sustainability marketing does not exhibit a direct and statistically significant impact on purchase intention, suggesting that while consumers may value sustainable practices, these alone are not strong enough motivators to drive immediate purchase behavior in this context, therefore, the related hypothesis is rejected. Lastly, perceived value serves as a significant mediating factor, positively linking both store atmosphere and sustainability marketing to purchase intention. However, the findings imply that consumers' perception of value, whether derived from the environmental ambiance or sustainable business practices, enhances their propensity to make purchasing decisions. This underscores the pivotal role of perceived value as a psychological construct in the consumer decision-making process.

This study shows that for a coffee related start-up in Indonesia, or at least a coffee shop, it should focus more on store atmospherics rather than a focus on sustainability marketing or green marketing. Despite there being a gap in the market for local coffee shops with sustainable business practices and markets itself on sustainability as a unique selling point, the awareness of sustainability in Indonesia doesn't seem to be sufficient for it to be the sole selling point for the business. Once the business has a healthy cash flow, then SMSEs can invest into sustainable marketing for an added value to returning customers but also to drawn in consumers who are more aware of these practices and will only buy products and/or from businesses who apply sustainable practices.

There are several contributions in this study. The first is to add to the understanding of the theories of store atmosphere, sustainable marketing, perceived value and intention to purchase and how they interact with each other in the context of coffee shops. Second, the results provide practical implications for individuals, entrepreneurs, and small and medium-sized enterprises (SMEs) seeking to establish or enhance coffee shop ventures. By recognizing the importance of both store atmosphere and perceived value, they can develop more effective strategies to improve customer experience and ultimately drive business success. However, the study is limited by its exclusion of current awareness of sustainability practices in Indonesia from both consumer and business perspectives. Future research is recommended to include variables related to sustainability, such as green purchase intention and environmental attitudes, particularly among younger consumer segments.

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