






Integrated Model of Brand Trust for Green Marketing

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ABSTRACT

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Green marketing has become a trendy topic, particularly in the industrial property sector, where it is urgently needed in Indonesia. Brand trust is crucial for winning customers, and an integrated marketing strategy is necessary to build it. This study aims to develop a brand trust model integrated with green marketing. The researchers built a Brand Trust Integrated Model, which includes five conceptual models with key variables (information credibility, customer engagement, communication tools, green purchase intentions, and eco-labeling). The model was tested using 400 questionnaires, and SEM-Amos was used for the analysis. The results show that the green marketing conceptual model on brand trust is successful in Indonesia's Industrial Property context, combining the five proposed conceptual models and yielding significant results (customer engagement and green purchase intention). These findings provide a basis for increasing brand trust in the future, promoting the comfort of the Indonesian Industrial Property environment, and informing customers about the benefits of green property, thereby increasing scientific knowledge.

1. INTRODUCTION

Environmental sustainability has motivated many companies to innovate and develop green marketing. Every company is trying to implement the concept of green marketing. Green marketing consists of some elements such as eco-orientation, green marketing strategy, green marketing consequences, and green marketing function. Green marketing includes products, promotion, retailing and distribution, and other issues like branding, positioning, and international marketing [1]. At present, consumers place high priority on the functionality, quality, and practicality of products. They will buy environmentally friendly products if they believe the brand offers the right quality. Consumers will buy environmentally friendly products after they believe that the brand offers the right quality and when customers trust a brand they will make repeat purchases [2]. Specifically, products will be accepted by consumers if they have good Brand Trust (BT).

Definition of the BT is customers tend to believe in the safety, honesty, and reliability of their brand will have a long-term relationship [3]. BT is commonly used to describe a concept that serves as the main factor in influencing customer decision-making [4]. Consumers see environmentally friendly product designs as the right choice as well as the advantages and trust in product brands. So that they can adopt and express eco-friendly products. With product specifications that are safe for the environment, BT plays a role in purchasing decisions, they are willing to pay more to get it. a marketing

strategy related to environmental issues is needed, so in this research there are five supporting variables toward BT such as consumer engagement, green purchase intention, eco-labeling, communication tools, and information credibility [5].

The manufacturing industry sector is the most dominant industrial sub-sector in Indonesia. In 2021, the manufacturing industry sector contributed to around 73% of Indonesia's total industrial production. Likewise, the development of the property industry in Indonesia also contributed to Indonesia's gross domestic product (GDP) [6]. The increasing demand for property in Indonesia has made the property industry grow. Fan's [7] research findings recommended that all property companies, designers, real estate agents, and other affected stakeholders certify that their products are built with brand trust. The case of the Indonesian industrial property can be used to illustrate the discussion about green marketing. Development progress, especially in the property sector, must be orderly and provide comfort for the community. However, the distribution of environmentally friendly products is challenging because there are so many elements that need to be taken into account.

Hence, the achievement of brand trust value is always considered significant. When consumers establish their trust in a brand, the organization sees a boost in profits [8], revealed that the main important predictor in brand trust is service quality and merchandise quality, both of which have a powerful influence on consumers' behavioral intention. The company's innovation in the development of green products has been spurred by concern over environmental sustainability.

Based on researchers' observations and data from the REI organization, a common problem develops as a result of a lack of public understanding of the environment, which results in a low desire to acquire environmentally friendly items. There are industries producing environmental pollutants that are harmful to health. However, they tend to highlight the benefits of the products for the sake of promoting a positive image of the company, while concealing the hazardous impact of the company' industrial process on environmental sustainability. Thus, promotion often provides false claims. The next problem is that communication between companies and consumers does not result in assurance about the future impact of green products as the benefits for environment are intangible. Hence, the consumers are having difficulties to identify real benefits. The benefits of green products for environment are considered as long-term, which makes it difficult measure whether they truly contribute positively to environmental sustainability. Therefore, it is very important for companies to be able to treat consumers well to build brand trust between consumers and companies. In order for companies to achieve good brand trust, a brand trust model is needed.

Therefore, there are five conceptual models that contribute to the Brand Trust Model, a combination model called the IMBT model as a means to create an Integrated Brand Trust Model for green marketing in Indonesian industrial properties. Hence, research is required to examine the application of green marketing to increase consumer brand trust in the property industry in Indonesia. This research aims to fill such a gap in research that focuses on developing green marketing strategies in Indonesia that are useful for marketing professionals.

2. LITERATURE REVIEW

Marketing is one of the main activities that should be conducted by the company in order to survive in this era. Marketing requires more contact with consumers than the other functions within a company. A company needs to know how to market a product or service appropriately in order to make those products or services meet consumer's needs and provide satisfaction for the consumers [9]. Although society and the environment are not explicitly mentioned in the definition of what marketing is, it is understood that these factors are essential for marketing to exist these days. The idea of sustainable marketing and green marketing is the result of this implicit belief in the significance of society and the environment [10]. Green marketing mix emphasizes the importance of environmentally friendly development and sustainability [11].

2.1 Green marketing

In over past years, environmental sustainability has pushed the innovation of company to develop the green product. Thus, in order to understanding the main characteristic of green products, it needs to identify the factors which influencing the price and the consumer willingness to pay more, sales and promotion tools which is 4Ps from green marketing [12]. Green marketing stated as holistic management process used to be responsible to identify, anticipate, and satisfy the customer and society requirement, through beneficial and sustainability way [13]. Developing a green marketing mix, not apart from traditional 4P (product, price, promotion, place)

except with a number of additional components that are closely related to the purpose of green marketing itself and other influential things [14].

2.2 Green marketing function

Product, promotion, retailing, and distribution-related topics are covered in green marketing, along with others like branding, positioning, and international marketing. Developing sustainable brand trust, brand loyalty, brand quality, green brand antecedents, and the connection between environmental orientation and brand value are all topics covered in the literature on environmentally friendly branding [15].

Additionally, green marketing serves a number of purposes that are inextricably linked to business operations. It can support the development of a firm's image based on three variables: social responsibility, product image, and company reputation [16].

2.3 Brand Trust (BT)

In general, the goal of marketing is to increase consumer readiness to purchase items or services given by a company. BT is an important factor to help customers to be loyal to brands. consumer's trust in a brand is the brand ability to be trusted [17]. When customers place their trust in the brand, this results in an increase in profit for the organization. BT is a measure of a customer's level of confidence in a brand before they make a purchase. BT is a crucial element that could affect brand loyalty among consumers [18].

Alan and kabadayi [8] developed a conceptualization of BT in which the most important predictor is service quality, the most powerful influential is merchandise quality, and the intention of customers to purchase is influenced by BT. In the context of green marketing, there are five components that support that statement of BT that are worth mentioning: eco-labeling, information credibility, communication tools, customer engagement, green purchase intention.

2.4 Information credibility

Information credibility, credibility or trust are use interchangeable and has relationship with the trustworthiness and plausibility. The concept of credibility has piqued the interest of researchers in various fields, including marketing, consumer behavior, information processing, human-computer interaction (HCI), and communication [19]. Considering the vast diversity of information available online, including the unconfirmed and even malicious ones, determining the reliability of the source is very important [20].

2.5 Customer engagement

Consumer engagement refers to a psychological trust is a state of mind that results with frequent interaction with a brand. Customer engagement in business refers to the long relationship with a customer, that is based on utilitarian considerations. Customer engagement is a psychological state of mind that is defined by continuous engagement with the brand. Several factors that influence the consumer engagement value based on online reviews have been identified by Thakur [21].

2.6 Green purchase intention

People all over the world have an ability to respond in a variety of ways to the various factors that are considered to influence a person's purchase intention. Consumer's purchase intention is well-known as a subjective and wide field in consumer behaviour and part of purchase decision making. Many aspects that are considered to stimulate one's purchasing intention are being tested by people all around the world, and the results are proving to be really interesting [22].

2.7 Communication tools

The way in which a firm communicates with its customers and the general public is critical, how to communicate with the public can affect corporate identity. These components play a key role in the development of corporate identity and directly affect how an organization's corporate image is formed [23]. Marketing promotion represents organizations seeking to build brand knowledge and corporate awareness. Promotion strategies include advertising, public relations, personal selling, viral advertising and communication between the organization and customers. Companies' green promotion methods include targeting certain customer segments with specific green value propositions [24].

2.8 Eco-labeling

Eco-labeled products exceed their non-eco-labeled counterparts in terms of performance, with different styles of value proposition varied across product categories. Eco-labeling are used to describe a product's total environmental performance in terms of its overall environmental performance. Products with eco-labels perform equally well or better than their non-eco-labeling competitors; nevertheless, the value proposition varies depending on the class of product being considered [25].

2.9 Conceptual model

There is a five-model concept that contributes to the Brand Trust Model, a combination of models called Integrated Model of Brand Trust (IMBT). This conceptual model is considered complex by combining five exogenous variables with brand trust. Brand Trust is defined as a partial model that its significance must be tested. Based on these hypotheses development, a research model can be drawn as follows.

Referring to the description of the research conducted, the following hypotheses are derived:

H1: Customer Engagement has significant impact on brand trust.

H2: Green Purchase Intention has significant impact on brand trust.

H3: Communication Tools has significant impact on brand trust.

H4: Eco-labelling has significant impact on brand trust.

H5: Information Credibility has significant impact on brand trust.

3. RESEARCH METHODOLOGY

3.1 Data collection

According to Sugiyono [26], population is a generalized

area consisting of objects or subjects that have certain qualities and characteristics set to be studied by researchers. In this research, the population consisted of 700 consumers. The population data were obtained from the Indonesian Real Estate Organization (REI) Yogyakarta Indonesia. This study involved 400 samples from the population who were Yogyakarta industrial property consumers. Involve a representative sample of participants. In this research, the questionnaires were distributed using the Google form directly to respondents, namely property customers in Yogyakarta. This requires many participants, doesn't work in an agile development environment, stifles innovation, and reduces the chance of encountering problems in small sample usability tests. When coupled with iterative design, theoretical sampling (where theory and data collection go hand in hand) provides a more practical alternative. The section on data collecting explains in detail how the data were to be gathered. The survey instrument must therefore be made clear. Because of the explanatory research approach used in this study, the questionnaire was appropriate for use. Creating practical survey questions is always essential to its success. Short questions using straightforward language were used in this study. Compared to an open-ended survey, this form of the question is less challenging and simpler to respond to respondent.

This research was conducted at a property industry in Yogyakarta. The selection of this location was based on the green marketing promotion. This location was selected based on the fact that the company in question has been vocal in promoting environmental awareness to consumers in the region of Yogyakarta. Yogyakarta province is well-known as one of the special districts in Indonesia besides Jakarta, Medan, and others. Yogyakarta is growing as special city that has been visited by investors in property industry. The respondents, who had already bought or known about property a term that refers specifically to an assessment technique made based on a certain set of criteria and/or expertise that has been acquired in a certain area of knowledge, or product field, certain discipline, industry.

Taking into account the findings from the research studies above, this current research was conducted with a slightly different focus and scope in the context of green marketing. This research study differs from the previous ones in the sense that it sought to determine variables that will affect brand trust. In this research, the variables affecting brand trust were examined in order to design a model of green marketing that will have tangible impact on brand trust. These *variables* are (1) communication tools, (2) eco-labeling, (3) customer engagement, (4) green purchase intention and (5) information credibility.

3.2 Data analysis procedure

The data analysis method used for hypothesis testing in this study, using SEM. The data obtained are processed using method with the help of SEM method is a multivariate analysis that is complex because it involves a number of independent and dependent variables that are interconnected in the formation of the model. The right and accurate test are determine through data analysis. The first stage in this study, the researcher use AMOS Software. Questionnaire test items and questionnaire test results are used in analysis test. This is to ensure that all the indicators in the questionnaire are understood by the respondents [27]. Those tests processed by

using AMOS software This research was conducted at property industry in Indonesia.

3.3 Initial model

A marketing research towards a product through green concept is necessary, hence a model concept should be established. Among four of derivative green marketing, one issue is selected, which is BT. Later, to accomplish complete BT, supporting variables are required that potentially become further issue and could be researched separately. Five supporting variables are called as Exogenous variables (predecessors) toward BT (*customer engagement, green purchase intention, eco-labeling, communication tools, and information credibility*). This model concept is considered complex by combining 5 Exogenous variables with BT. Each Exogenous variable, BT is defined as a partial model that its significance must be tested.

There are five model concepts that contribute to brand trust model as shown in Figure 1 which is combination model called as “Integration model of brand trust for green marketing”. Hence, this research will provide novelty.



Figure 1. Conceptual IMBT

According to Figure 2, customer engagement can be measured in a variety of ways, including excitement. Specifically, the client is keen in learning about eco-friendly incentives offered by industrial property Indonesian. Attention According to Hariggan et al. [28], customers are more interested in the environmentally friendly incentives presented by Industrial Property Indonesian. Absorption Customer participation in the brand community to debate eco-friendly marketing from Indonesian industrial property. Customer Satisfaction is important for evaluation of the service brand, which takes into account factors including perceived value for money, contentment with the transaction, and service quality [29]. Three more variables were added to the equation as a result, in 2014., in collaboration with other academics, has a favourable impact on the customer engagement value. The evaluation of a service brand is based on three factors, which include the value perception for money, customer happiness with the purchase of the service, and the overall perception of the brand.

In addition to negative review, there are several measurements that support green purchase intention. The real estate brand, is dependable and enjoys a positive reputation

[30]. This suggests that when the price is high, the motive to write a bad review is greater [31]. consumers generate cognitions and connotations when they are exposed to advertisements, which affect their attitudes toward advertising as well as their perceptions about the company's image. A long-term perspective holds that buildings designed with an environmentally friendly approach can help to maintain a sustainable ecosystem. and the final one is the brand's image [32].



Figure 2. Initial IMBT

Communication tools, there are numerous measurements that support advertising, the client can quickly find out information about the property through environmentally friendly advertising, and there are several other measurements that support the property [33]. The customer recognizes that the industry property has carried out an activity or launched an online campaign that has a beneficial influence on the environment as a result of interactive marketing [34]. Personal selling, the client understands that the industry property has extensive understanding of the product and that the product is being developed to be more environmentally friendly [35].

Eco-labeling has the goal of educating customers about more sustainable purchasing selections without interfering with their right to make their own judgments. In order for eco-labels to be effective, it is necessary to offer customers with knowledge about environmental concerns that previously existed among them, influencing them to choose the eco-labeled product while making purchases [36]. There are a number of metrics that provide support. If you receive negative brand feedback, it means that you are experiencing negative things such as loss of trust, which is the result of negative word of mouth (eWOM) that is being undertaken by the brand in order to strengthen the validity of the brand [37].

There are numerous measures of information credibility, and they are as follows: a reliable source [38]. In other words, people frequently evaluate the credibility of information because they will seek out specific information if they believe a source is reputable. Bad review is the result of a customer's unfavorable perception of a good or service that is associated with the firm transparency on the medium scale. The information provided by a media is more likely to be taken into consideration when individuals perceive a high level of transparency in that medium [39]. Argument strength is an informative component derived The primary route is the route that has the potential to influence the perspective of the information consumer toward the information [40].

4. RESULT

4.1 Development of the SEM model

Structural Equation Modelling (SEM) provides a feasible statistical tool to explore all the relationship variables in this study. SEM tests hypothesized links between observable and unobserved variables and has significant benefits over conventional model testing methods. In this step the model is evaluated whether the model meets the criteria of goodness of fit. An evaluation of the model is basically done when the model is estimated by AMOS.

4.2 Model input and estimation

Methods for estimate using an input matrix SEM selection employs data entry that simply makes use of a matrix, covariance, or correlation matrix for the total estimation. Since correlation cannot present accurate comparisons across distinct populations or samples, covariance matrices are used because of their advantages in this regard. For the maximum likelihood estimation method, the minimum sample size is 300 respondents; for parameter estimates, the minimum sample size is 5. This study went beyond the required minimum of 300 sample sizes since it employed 400 pieces of data. There are 26 indicators in this study; assuming the minimal number of respondents per parameter (which is 5) is reached, just 120 sample sizes are required for the data. Therefore, sample size that has been collected has qualified.

Identification

The results of the data analysis below lead to the conclusion that the model that was created is known. The total number of different samples for $n = 400$ samples is 136, and there are 53 parameters that need to be estimated. According to these findings, the degree of freedom generated is $136 - 53$, which indicates that the model is over-identified ($83 > 0$), allowing the model to be estimated.

4.3 Model evaluation

Model evaluation is developed if the model already met the goodness of fit criteria. The model evaluation basically done when the model being estimated in AMOS software.

a. Feasibility Test of Measurement Model

To determine the consistency and correctness of the data gathered from the indicators, the reliability and validity of the measurement model are examined. In order to determine whether a variable has been accurately measured by each indicator, the measurement model underwent feasibility tests. A variable can be said to be truly measured by each indicator if it has a variance extracted value (AVE) ≥ 0.5 and construct reliability (CR) ≥ 0.7 . Based on the results of the research, information is obtained that each indicator measuring variable has a significance level of ≤ 0.05 , it can be said that the indicator is valid as a variable measure. And the construct reliability (CR) value ≥ 0.7 . Therefore, the conclusion is that each variable's measuring device is reliable.

b. Assumption of model testing

Several tests about normality and the outlier assumption must be completed before testing the structural model.

1) Normality Assumption

Based on the calculation result, it can be said that most of

the univariate and multivariate markers for assessing normality are normally distributed because the value of the critical ratio (CR) for kurtosis and skewness is within ± 2.58 .

2) Outlier Assumption

The term "outlier" refers to data that significantly differs from other data. Outlier can be identified in the AMOS 22 software by looking at the Mahalanobis distance. the data will be defined as multivariate outlier data if the $p < 0.001$. In this research, there are 26 variables to observe. The standard of mahala Nobis distance value for 24 already measured by using Microsoft Excel within the function of CHIINV. The result of CHIINV of 24 variables are about 45.64168. Its mean, if the mahalaNobis distance value is higher than 45.64168 then the data define as the outlier. Based on the result, it can be concluded that there is no data that have Mahalanobis distance value higher than 45.64168, means that there is no outlier in the data.

c. Feasibility test structural model

A structural feasibility test model's goals are to find the relationships between the defined variables used in the model's construction, determine whether these relationships are significant, and estimate the degree to which they impact the model's performance. In some contexts, structural model testing is also referred to as a hypothesis test. To assess the significance of a relationship between variables, the p-value from the calculation of the regression value can be presented in Table 1.

Table 1. Goodness of fit

No	Goodness of Fit Indications	Cut of Value	Model Result	Category
1	Probability	≥ 0.05	0.150	Good Fit
2	Cmin/df	≤ 2.0	1.126	Good Fit
3	Chi-square	*Small	152.014	Good Fit
4	GFI	≥ 0.90	0.931	Good Fit
5	RMSEA	< 0.1	0.025	Good Fit
6	RMR	≤ 0.05	0.011	Good Fit
7	AGFI	≥ 0.90	0.903	Good Fit
8	IFI	≥ 0.90	0.995	Good Fit
9	CFI	≥ 0.90	0.995	Good Fit
10	NFI	≥ 0.90	0.956	Good Fit

4.4 Model interpretation

In structural equation modelling, after a model has been established in good condition, the next step is to interpret it, if the interpretation is not satisfactory, it is required to modify the model. The primary goal of model modification is to improve the fit of a model, and this is accomplished by eliminating or adding relationships to the model as needed. To give an interpretation of whether the theory-based model tested can be accepted directly or need modification. The estimated model needs to be altered if the standardized residual covariance matrix has a value beyond the ring of $-2.58 \leq$ standardized residual ≤ 2.58 . The output indicates that the estimated model does not require modification because there is no standard covariance residual matrix with a value outside the ring of $-2.58 \leq$ standard residual ≤ 2.58 .

Hypothesis testing

The next step in SEM is to conduct hypothesis testing once all of the procedures have been finished. To get this conclusion, the estimation outcome of the regression weight analysis was applied. The result shown in Table 2.

Based on the estimation result, two exogenous variables have an influence for the brand trust or the endogenous variable. The significant variable had been value for probability less than 0.05. Those variables are customer engagement and green purchase intention and the other three variables that have no influence for the brand trust such as communication tools, eco-labeling, and information credibility.

Model recommendation

Following the model that was previously created and explained in the previous paragraph, there is a recommended model that will serve as the superior model after the variable with the value that does not comply with the defined standard value has been removed. The recommended model is shown in Figure 3.

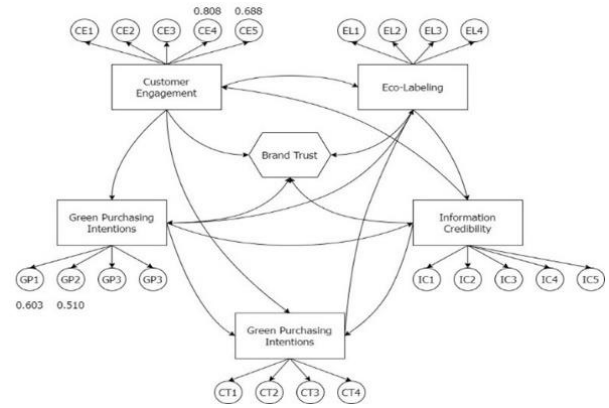


Figure 3. Structural model of IMBT

Table 2. Estimation result

	Direction		Estimate	S.E.	C.R.	P	Label
BT	<---	CE	.373	.066	5.618	***	par_20
BT	<---	GPI	.262	.124	2.104	.035	par_21
BT	<---	CT	.051	.086	.594	.552	par_22
BT	<---	EL	-.181	.211	-.856	.392	par_23
BT	<---	IC	.379	.224	1.689	.091	par_24

Table 3. SEM output

	Direction		Estimate	Direction		Estimate	
BT	<---	CE	.011	CT1	<---	CT	.644
BT	<---	GPI	.174	CT2	<---	CT	.716
BT	<---	CT	.034	CT3	<---	CT	.764
BT	<---	EL	-.022	CT4	<---	CT	.693
BT	<---	IC	.111	CT5	<---	CT	.824
CE1	<---	CE	.663	CT6	<---	CT	.671
CE2	<---	CE	.685	IC1	<---	IC	.841
CE3	<---	CE	.608	IC2	<---	IC	.958
CE4	<---	CE	.808	IC3	<---	IC	.833
CE5	<---	CE	.688	IC4	<---	IC	.387
GPI1	<---	GPI	.603	IC5	<---	IC	.405
GPI2	<---	GPI	.510	EL4	<---	EL	.047
GPI3	<---	GPI	.227	BT1	<---	BT	.943
GPI4	<---	GPI	.200	BT2	<---	BT	.753
EL1	<---	EL	.105				
EL2	<---	EL	1.993				
EL3	<---	EL	.164				

The following are the results of the coefficients of each construct variable's influence on the latent variable and the interaction between indicators and variables. In accordance with the model built, the magnitude of the direct effect coefficient after the overall analysis is carried out may be viewed in Table 3.

5. DISCUSSION

The findings demonstrate that BT is significantly impacted by customer engagement (H1). The research that will be undertaken is relevant to the green marketing for BT based on the earlier research mentioned above. This research results are following the opinion Based on the study of Sashi [40], customer engagement has its diagram to describe its customers' level which are transactional customer, delighted customers, loyal customer and fans. Those kinds of customers' level will

increase concomitant with the commitment that given the customer in a brand.

The findings demonstrate that BT (H2) is significantly impacted by green purchase intention. The subjectivity and breadth of consumers' purchase intentions as a field in consumer behavior and as an element of the actual buying decision-making process are well established. This research results are following the opinion Chekima [23], Many various factors that are considered to stimulate one's purchasing intention are being tested by people all around the world, and the results are often rather varied.

However, the variables of communication tools (H3), eco-labeling (H4) and information credibility (H5) have no effect on BT. According to Ferrinadewi [41], Achieving result is the promise to customer that has to be fulfilled if a company wants to get a trust on its brand. Activity with integrity is the consistency between speech and action in each situation, the existence of integrity is a key factor for one party to believe it

sincerely. The company's ability to show concern and understanding to consumers will foster trust in the brand.

Chen et al. [42] explained that satisfaction when it comes to evaluating the relationship between consumers and businesses, customer satisfaction is widely recognized as an important factor. It is believed that higher customer satisfaction increases the likelihood that customers will repurchase a product, so in general, customer satisfaction explains the emotional impact of customers after they have purchased and evaluated a product. The provision of knowledge is one technique for encouraging environmentally responsible behaviour.

As a result, it is possible to correlate that someone will be more likely to purchase green products as a result of marketing if they have recognized and learned related information from the advertisement and are inspired to buy as a result of that commercial. When exposed to an advertisement, consumers form cognition and conation, which impacts their attitude toward the advertisement as well as their views about the company's image [31]. Trust from customer should be noticed by company because it can affect the customer decision. There are several ways to BT from customer, one of them is increasing information credibility which will be delivered by the company. The amount of information quality that the seller provides is one of the key factors in a business' success [43].

Based on the estimation result, two exogenous variables have an influence for the brand trust or the endogenous variable. It is because both of its critical ratio and probability value are more than the requirement. Those of variables are customer engagement and green purchase intention. For more details, see the following Figure 4.

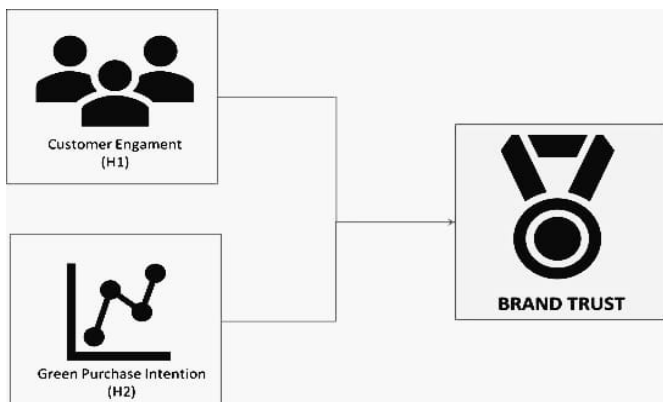


Figure 4. Structural IMBT showing significant relationships for Brand Trust

To be successful in this type of business, according to Hudalah and Firman [44], a unique marketing plan must be implemented. Branding characteristics are more significant if they are followed by quality, proximity to supporting facilities, reliability, professionalism, experiences, assurance, and technical capability. potentially entice potential purchasers.

With respect to theoretical implication, according to the findings of the literature review, there are Five supporting variables toward Brand Trust that is Information Credibility, people frequently evaluate the credibility of information because they will seek out specific information if they believe a source is reputable. Considering the wide variety of information available online, including unconfirmed and even harmful material, determining the reliability of the source is very pivotal in this subject [20]. The subjectivity and breadth of the consumer's buying intention as a component of the

purchasing decision-making process are well-known. Many aspects that are considered to stimulate one's purchasing intention are being tested by people all around the world, and the results are proving to be really interesting [22].

Based on the Sashi [40], customer engagement has its diagram to describe its customers' level which are transactional customer, delighted customers, loyal customer and fans. Those kinds of customers' level will increase concomitant with the commitment that given the customer in a brand. Eco-labeling are used to describe a product's total environmental performance in terms of its overall environmental performance. Eco-labeling items perform as well as or better than their non-eco-labeling counterparts; nevertheless, the value proposition varies depending on the class of product being considered. Eco-label Knowledge, the consumer is aware that the properties being sold can contribute to environmental protection (eco-labeled building) [25].

In order, the stakeholders involved must state that their products are designed with brand trust. to developing IMBT model that is useful for marketing professionals accompanied by brand trust factors. This research has succeeded in supporting the theory in forming a conceptual model of green marketing on brand trust in the context of Indonesian Industrial Property which combines the five variables. This study begins with a previous comprehensive study to review the literature So, this study develops and fills the gaps in the limitations of the study, developing a green marketing strategy that is useful for marketing professionals accompanied by variables that support brand trust. Following that, a combined model is needed. In particular, products will be accepted by consumers if they have good brand trust.

6. CONCLUSIONS

This study's contribution is the creation of a brand trust model. This research will provide information to Indonesian property companies to assist their development. The objective of developing this model is to provide a integrated model for brand trust in the context of Indonesian industrial property to contribute to the scientific repertoire by providing scientists with knowledge they can create and use.

The impact of practical Indonesian industrial property, there are two variables that are recommended to be improved are customer engagement and green purchase intentions with each factor. Enthusiasm and customer satisfaction are two factors of customer engagement that can be used as recommendations. This is quite beneficial in terms of helping green promotion efforts being carried out by Indonesian industrial property. Therefore, in order to maximize the chance of repeat sales of green properties, we need a marketing strategy that places a strong emphasis on high levels of customer satisfaction. In green buying intentions, long-term orientation and bad reviews are two intentions that can be used as advice. These two things if pursued properly will have a promotional impact that provides environmental comfort for Indonesian industrial property.

If Indonesian industrial property are concerned about building customer trust in their brands, they should be able to articulate their concerns about factors such as information credibility, communication tools, green purchase intention, customer engagement, and eco-labeling to preserve the BT, each of which can be shared with different internal stakeholders or made accessible to the customers. Based on the

research findings, the identified factors of information credibility, communication tools, green purchase intention, consumer engagement, and eco-labeling can be used by companies to increase BT in marketing communication campaigns.

The limitation of this study is that it does not involve other variables that can influence (modify) the research model that has been described, such as variables that shape the respondents' trust or distrust of green marketing. Another limitation is that this study differs from previous studies in terms of the variables involved. While previous research focused on how brand trust affects other variables, this research examines the variables that affect brand trust.

For further research, this study recommends adding other variables related to information credibility, use of communication tools, determinants of green purchase intentions, consumer engagement, and eco-labeling to complete the model with more detailed variables. As a recommendation for further research, it is necessary to re-identify exogenous variables that have not been found and influence the value of brand trust. And further to expand the findings of this study it is necessary to use in-depth qualitative research methods to collect broader and detailed information.

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