

ABSTRACT

The rapid growth of Indonesia coffee industry has intensified competition among brands, requiring innovative marketing strategies that emphasize sustainability and consumer trust. Fore Coffee, a local brand known for its environmentally conscious approach, actively communicates its green initiatives through social media to build a positive brand image and enhance customer engagement. The goal here's to examine the effect of Social Media Marketing and Green Brand Image on Green Purchase Intention, mediated by Green Trust. Implementing quantitative technique data is collected of 108 respondents aged 15-C4 who had previously purchased fore coffee products. The sample size was determined using Cochran's formula. Data analysis is organized by PLS SEM with SmartPLS 4.0 software, which is suitable for small samples and non-normal data distribution. The findings reveal that Social Media Marketing and Green Brand Image significantly influence Green Trust, which in turn positively effects Green Purchase Intention. Moreover, Green Trust fully mediates the effect of Green Brand Image on purchase intention, and partially indicates connection among Social Media Marketing and purchase intention. The regression model in this study shows a result of 51% with a variance ($R^2 = 0.508$). These study result proves crucial role of effective social media marketing strategies, alongside green brand image and consumer trust in environmental commitment, in driving green purchase intention particularly in the case of Fore Coffee as an eco conscious brand.

Keywords: *Social Media Marketing, Green Trust, Green Purchase Intention, Green Brand Image*