

The Effect of Environmental Concern, Brand Image, and Green Promotion on Generation Z's Repurchase Intention in The Old Clothes Exchange Program at Matahari Department Store in Jakarta

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Abstract

This study aims to analyze the impact of environmental perception, brand image and eco-promo on Z-generation repurchase intentions. The literature review of this study is based on consumer behavior and green marketing theory that emphasizes the importance of environmental value, brand awareness, and promotional communication in the formation of consumer loyalty. A quantitative approach was adopted in this study using questionnaire survey methods. The data was collected through a survey of 140 Z-generation respondents in Jakarta who had purchased it at the Matahari Department Store. The sampling method uses purposive sampling, and data analysis is carried out using a structural equation model based on the Partial Minimum Squared Method (SEM-PLS). The findings demonstrated that environmental awareness had a favorable but negligible impact on repurchase intentions, suggesting that environmental awareness alone is insufficient to promote repeat purchasing behavior in the absence of other cues. Repurchase intentions, on the other hand, were positively and significantly impacted by brand image and green campaigns. These results demonstrate that green marketing tactics can boost Generation Z customers' loyalty. In conclusion, businesses should focus on enhancing their eco-friendly brand image by ongoing sustainability initiatives and maximizing green promotions with alluring financial incentives like discount coupons.

Article info

Article history:

Received December :16 June 2026

Received in revised form : 30 July 2026

Accepted : 31 July 2026

Available online : 10 Agustus 2026

Keywords: Environmental Concern, Brand Image, Green Promotion, Repurchase Intention, Generation Z.

How to Cite: Rini, M. P., & Hanfiah, A. (2026). The Effect of Environmental Concern, Brand Image, and Green Promotion on Generation Z's Repurchase Intention in The Old Clothes Exchange Program at Matahari Department Store in Jakarta. *Journal Ilmiah Manajemen dan Bisnis*, 12 (2),235-251.

INTRODUCTION

The global economic downturn presents complex challenges affecting various global aspects, marked by declining investment, consumption, and international trade, as well as triggering social and political instability and pressure on the financial system. According to the International Monetary Fund (IMF, 2024), global economic growth in 2024 reached 3.2% and is projected to remain at 3.2% in 2025,

slightly down from 3.3%, indicating a continued slowdown across various regions that affects global economic stability. The Asian region is also experiencing growth pressures due to structural and external factors such as geopolitical tensions, disruptions in global supply chains, and exchange rate volatility, which create a high-risk business environment and compress profit margins. This impact is also evident in Indonesia, which is integrated into the global economy. Indonesia's economic growth in 2024 was recorded at 5.03%, slowing from 5.05% in the previous year and marking the lowest level in the past three years (BPS, 2024).

Indonesia's economic slowdown, linked to weakening global conditions, has placed pressure on industry and trade through rising import costs, supply chain disruptions, and declining purchasing power. The retail sector has been directly affected, with sales declining by 5–8% year-on-year according to the Indonesian Retail Entrepreneurs Association (APRINDO), reflecting shifts in consumer behavior toward greater selectivity (kabarbisnis.com, 2025). This shift has also affected the fashion industry, prompting consumers to delay purchases or switch to more affordable alternatives. Matahari Department Store, which experienced a 1.4% year-on-year sales decline from IDR 9.61 trillion to IDR 9.48 trillion, has implemented efficiency measures and sustainability-based innovation strategies, including a clothing exchange program (Zefanya, 2024). This program also responds to the growing problem of textile waste in Indonesia. According to the World Bank (2023), Indonesia generates approximately 65.2 million tons of waste, with around 1.75 million tons consisting of textiles annually. The Ministry of Environment and Forestry (KLHK, 2021) reports that textile waste reaches 2.3 million tons, but only 0.3 million tons is recycled. This volume is projected to increase to 3.9 million tons by 2030 (Bappenas, 2024; Pable, 2024).

The fashion industry has a significant environmental impact, contributing approximately 20% of water pollution and 10% of global carbon emissions (Niinimäki et al., 2020). In Indonesia, 70% of the Citarum River is polluted by textile microplastics, and the industry consumes approximately 93 billion m³ of water annually, highlighting the urgency of more environmentally friendly business practices (Ministry of Environment and Forestry [KLHK], 2023). Consumer behavior also exacerbates textile waste, with 66% of people discarding clothing annually and 41% of millennials identified as primary consumers of fast fashion (YouGov, 2023). Matahari's used clothing exchange program represents a circular economy-based solution that benefits consumers while reducing textile waste. The program expanded from a limited scale in 2022 to a broader implementation in 2023 and is planned to continue through 2025 in collaboration with PT Panji Mas Textile for recycling initiatives. This initiative aligns with a global trend in which more than 73% of consumers are willing to switch to environmentally friendly products (Media Indonesia, 2021).

The findings show that Generation Z and Millennials make up the majority of Indonesia's population (Setiawati, 2023). Millennials, representing 25.87% of the population, were born between 1981 and 1996, while Generation Z accounts for 27.94% of the total population and consists of individuals born between 1997 and 2012. Amid these demographic changes, Generation Z has emerged as an important consumer segment supporting the growth of Matahari Department Store's secondhand clothing exchange program in Jakarta. The trend of exchanging used clothing to support environmental sustainability has become part of their lifestyle, particularly among Generation Z. In addition to increasing purchasing power, this generation also demonstrates strong sustainability values and expectations for a better future. Generation Z shows a high level of concern for environmental issues and tends to act as selective consumers as well as agents of change, making Matahari's clothing exchange program relevant to their characteristics (Alawiyah et al., 2025). Repurchase intention is influenced by environmental concern, which has a positive effect on purchasing decisions (Zameer & Yasmeen, 2022; Kristia, 2021). Furthermore, brand image reflected through perceived commitment and environmental performance serves as an important factor in encouraging repurchase intention (Mitariani et al., 2022; Kusumastuti et al., 2025).

Green promotions through old clothes exchange programs play a role in increasing consumer awareness, participation, and positive perceptions, and influence repurchase intention, with effectiveness depending on the credibility and authenticity of the message (Mahardika et al., 2025; Ibrahim & Sholahuddin, 2025). However, a research gap still exists, as there is no study that integrates environmental concern, brand image, and green promotion with repurchase intention in the context of old clothes exchange programs in the Indonesian fashion retail industry.

Researchers conducted a preliminary pre-survey to determine the most relevant and dominant characteristics influencing customer repurchase intention regarding the old clothes exchange scheme. Previous studies have shown that environmental concern (Zameer & Yasmeen, 2022), brand image (Mitariani et al., 2022), green promotion (Mahardika et al., 2025), trust (Mitariani et al., 2022), customer satisfaction (Putri & Haryanto, 2025), attitude toward the environment (Maichum et al., 2017), and perceived value (Sabono & Murwaningsari, 2022) have a positive and significant effect on repurchase intention.

The pre-survey results indicated that environmental concern (93.30%), brand image (90%), and green promotion (80%) were the variables with the highest response rates, aligning with the increasing trend of consumer interest in sustainable products. However, there has been no comprehensive empirical validation examining the interaction of these three variables on repurchase intention in the context of old clothes exchange programs in Indonesia. This program is a strategic initiative that has positive impacts on companies, the environment, and society. Therefore, this research is important to support

the optimization of sustainable strategies amid increasing consumer awareness and economic pressures in the retail industry.

Based on the phenomenon, previous studies, and pre-survey results, the researcher is interested in conducting a study entitled *“The Influence of Environmental Concern, Brand Image, and Green Promotion on Generation Z’s Repurchase Intention in the Matahari Department Store Old Clothes Exchange Program in Jakarta.”*

Consumer Behavior

According to Schiffman and Wisenblit (2015), consumer behavior is the study of how consumers look for, buy, use, assess, and reject goods and services that are supposed to satisfy their needs. The factors of the customer behavior model Firmansyah (2018) are as follows:

- 1) Marketing Stimulation
- 2) Other Stimulation
- 3) Buyer Characteristics
- 4) Buying Decision Process
- 5) Buyer's Decision

Theory of Planned Behavior (TPB)

The Theory of Reasoned Action (TRA) serves as the foundation for the Theory of Planned Behavior (TPB). The Theory of Planned Behavior was introduced by Icek Ajzen in his work *From Intention to Actions: A Theory of Planned Behavior* (1985). This theory proposes that an individual’s intention to perform a behavior can be used to predict actual behavior. According to TPB, three main factors influence behavioral intention: attitude, subjective norms, and perceived behavioral control. The Theory of Planned Behavior (TPB) has been widely applied to examine factors influencing consumers’ intentions to purchase environmentally friendly products (Zhang et al., 2019).

TPB explains that purchase intention for green products is shaped by attitudes, subjective norms, and perceived behavioral control. These three factors significantly influence consumers’ intentions to purchase both functional and hedonic environmentally friendly products. TPB provides a comprehensive framework for understanding that behavioral intentions are not formed spontaneously, but are the result of cognitive evaluation and social influence. In this study, TPB is used to analyze how environmental concern, brand image, and green promotion influence Generation Z’s repurchase intention in the used-clothing exchange program at Matahari Department Store.

Repurchase Intention

Repurchase intention refers to consumers' propensity to repurchase based on previous experiences (Kotler & Keller, 2021). It is also defined as a consumer's likelihood of purchasing a product again in the future, driven by positive experiences and high levels of satisfaction (Widhianto & Hanafiah, 2025). This concept represents a psychological process involving the evaluation of past experiences, consideration of alternatives, and projection of future benefits (Schiffman & Wisenblit, 2019). In addition, repurchase intention can be defined as the tendency of consumers to repeatedly purchase a product within a certain period (Mahardika et al., 2025).

Based on research conducted by Mahardika et al., (2025), several indicators are used to measure repurchase intention.

- 1) Intention to repurchase products from this brand.
- 2) Intention to recommend this brand to others.
- 3) Intention to repurchase the product in the future.
- 4) Easy access to information about this brand's programs through social media

Environmental Concern

Environmental concern refers to an individual's level of awareness, concern, and attention toward environmental issues such as air, water, land, and ecological conditions (Cruz & Manata, 2020; Malik et al., 2019). This concern also reflects consumers' awareness of environmental degradation and their willingness to contribute to environmental preservation through consumption behavior (Kristia, 2021; Zameer & Yasmeen, 2022).

Based on research conducted by Zameer and Yasmeen (2022), several indicators are used to measure environmental concern.

- 1) Environmental Awareness
- 2) Environmental Concerns
- 3) Human impact on the environment

Brand Image

According to Suhud et al., (2022), consumers' perceptions of brands are formed through associations between brand names, logos, images, and value propositions. Brand image also plays an important role in building consumer trust (Benhardy et al., 2020). A strong brand image has a positive impact on a company, whereas a poor brand image can negatively affect company performance. In general, image refers to the public's perception of a company or its products (Hanafiah & Arief, 2016).

Furthermore, brand image reflects a company's commitment, reputation, and environmental performance, which shape positive perceptions of sustainability (Mitariyani et al., 2022). Based on research conducted by Mitariyani et al., (2022), several indicators are used to measure brand image.

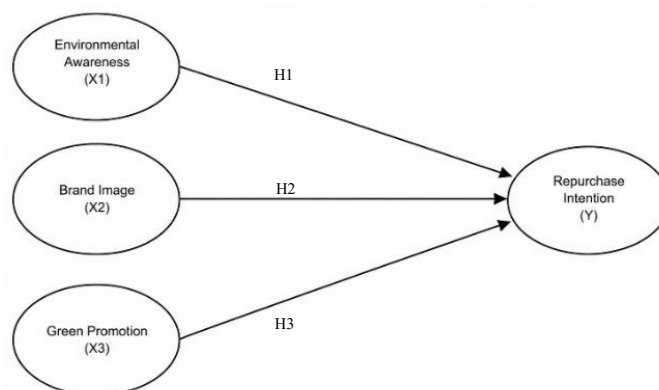
- 1) This company is regarded as a model for environmental dedication.
- 2) The environmental reputation of this brand is outstanding.
- 3) The environmental performance of this brand is successful.
- 4) The focus on environmental conservation is the foundation of branding.
- 5) The company's dedication to the environment is reliable.

Green Promotion

Green promotion is a marketing communication strategy designed to inform, persuade, and remind customers about environmentally friendly products or business practices. It highlights a company's commitment to social responsibility and environmental sustainability (Peattie & Belz, 2012; Mahardika et al., 2025). Based on research conducted by Mahardika et al., (2025), several indicators are used to measure green promotion.

- 1) This brand offers discounts for customers who join the program.
- 2) This brand collaborates with other parties to support the 3R movement (Reduce, Reuse, Recycle).

Figure 1 Research Framework



Source: Data processed by researchers

The research framework above, which is based on Figure 2.1, shows how Environmental Concern (X1), Brand Image (X2), and Green Promotion (X3) affect Repurchase Intention (Y). Thus, the following hypothesis is developed based on the correlation between the variables in the research framework:

H1: Repurchase intention is positively and significantly impacted by environmental concern.

H2: Repurchase intention is positively and significantly impacted by brand image.

H3: Repurchase intention is positively and significantly impacted by green promotion.

METHOD

Respondents who had made purchases at PT Matahari Department Store participated in this study, which took place in the DKI Jakarta area between March 2025 and January 2026. The study employed a causal quantitative design to examine the impact of three independent variables on the dependent variable, Repurchase Intention (Y): Environmental Concern (X_1), Brand Image (X_2), and Green Promotion (X_3). Measurable indicators were utilized to operationalize variables, and a five-point Likert scale ranging from strongly agree to strongly disagree was used to quantify respondents' sentiments. Customers of Jakarta's Matahari Department Store made up the study population. To ensure representativeness, a purposive sampling technique was used to select a sample of 140 respondents. Data were collected using an online questionnaire to investigate the effectiveness, reliability, and correlation between variables using a measurement model (external model) and a structural model (internal model), and descriptively analyzed using Partial Least Square (PLS) with smart. PLS 4.0. To evaluate the predictive capability of the model, the internal model is considered using R-square, F-square, Q-square (SRMR and NFI) and PLS predictive models, but external tests include convergent and discriminative validity and composite reliability. Severity threshold 5% (α) to verify the impact of independent factors on repurchase intentions ($=0.05$) and t -statistics > 1.96 bootstrap trajectory coefficient estimates are used to test the hypothesis.

RESULTS AND DISCUSSION

Descriptive Analysis

Respondent Description

A broad picture of the characteristics of the 140 respondents Matahari Department Store customers who have made purchases is known based on their age, occupation, place of residence, and spending. The following is a full explanation of the characteristics of the respondents in the survey.

Table 1. Description of Frequency Distribution

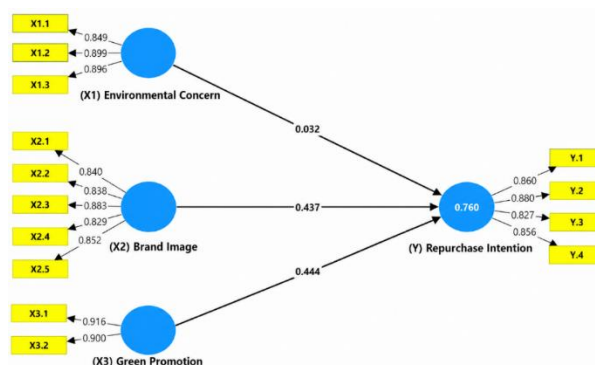
Category	Frequency	Percent	Valid Percent	Cumulative Percent	Cumulative Percent
Age	17–29 Years	140	100	100	100
Domicile	Jakarta	140	100	100	100
Work	Students	57	40.7	40.7	40.7
	Businessman	8	5.7	5.7	46.4
	Private sector employee	67	47.9	47.9	94.3
	Other	8	5.7	5.7	100
	Total	140	100	100	-
Monthly Expenses	< Rp. 500,000	7	5	5	5
	Rp500,000–Rp2,000,000	53	37.9	37.9	42.9
	Rp2,000,000–Rp3,000,000	29	20.7	20.7	63.6
	Rp3,000,000–Rp4,000,000	20	14.3	14.3	77.9
	> Rp. 5,000,000	31	22.1	22.1	100
	Total	140	100	100	-

All 140 respondents (100%) lived in Jakarta, between the ages of 17 and 29. Private sector employees accounted for the majority (47.9%) followed by students (40.7%) and entrepreneurs (5.7%). As for monthly expenditure, the majority of respondents ranged from Rp500,000 to Rp20 million (37.9%) so the majority of respondents were young, lived in Jakarta, worked as private sector employees, and had medium-sized spending levels.

Data Analysis Methods

The Partial Least Squares method is characterized as a soft modeling approach that does not require OLS assumptions. The link between latent constructs is tested using PLS.

Measurement Model Test (Outer Model)

Picture 2. PLS Algorithm Test Results

Source: PLS 4.0 Processing Results

a. Convergent Validity

All indicators had loading factor values above 0.7, thus being declared valid. Furthermore, the Average Variance Extracted (AVE) values for all variables were also greater than 0.5. Therefore, all constructs in this study met the criteria for converge. According to Ghozali and Kusumadeewi (2023), the goal of the external model is to evaluate the reliability of the model using composite reliability and Cronbach's alpha over used indicator blocks, and measure its validity using convergent and discriminative validity. ent validity (Source: SmartPLS 4 Output, 2026).

b. Discriminant Validity

Based on the cross-loading test, each indicator has the highest loading value on its construct compared to other constructs. The Fornell-Larcker test also shows that the value of each construct is higher than the correlation between constructs. This indicates that the model meets discriminant validity (Source: PLS 4.0 Processing Results).

c. Reliability Test

The Cronbach's Alpha and Composite Reliability values of all variables are above 0.7, so it can be concluded that all latent variables are reliable and consistent (Source: PLS 4.0 Processing Results).

Structural Testing (Inner Model)

a. R-Square Value

Table2.R-Square Test Results

Variables	R-Square	Adjusted R-Square
Repurchase Intention	0.760	0.755

Source: PLS 4.0 Processing Results

Based on this, the R-square value of the Repurchase Intention variable is 0.760, indicating that the research model has substantial predictive ability. This means that 76.0% of the variability in Repurchase Intention can be explained by the variables Environmental Concern, Brand Image, and Green Promotion. Meanwhile, the remaining 24.0% is influenced by other factors outside the research model.

b. Effect Size (F-Square)**Table3. F-Square Test Results**

Variables	Repurchase Intention (Y)
Environmental Concern	0.001
Brand Image	0.123
Green Promotion	0.240

Source: PLS 4.0 Processing Results

Based on this, the Environmental Concern variable has an effect size (f^2) value of 0.001, which is included in the very small category or has no influence. Furthermore, the Brand Image variable shows an f^2 value of 0.123, which is included in the small category. Meanwhile, the Green Promotion variable has an f^2 value of 0.240, which is included in the medium category. Thus, it can be concluded that in this study the Green Promotion variable has the greatest influence on Repurchase Intention compared to other variables, while Environmental Concern has a very small influence.

c. Q-Square**Table 4. Q-Square (Q^2) Test Results**

Variables	Q^2 predict
Repurchase Intention (Y)	0.542

Source: PLS 4.0 Processing Results

The calculation results show a Q^2 value for Repurchase Intention of 0.542. This value is greater than zero (0). This indicates that the research model has good predictions (predictive relevance). If the Q^2 value > 0 , the model has adequate Predictive Relevance (Hair, et al, 2014).

d. Fit Model**Table5.Model Fit Test Results (SMRM and NIF)**

	Saturated model	Estimated model	Information
SRMR	0.060	0.060	Good Fit
NFI	0.814	0.814	Good Fit

Source: PLS 4.0 Processing Results

The Model Conformity Test is conducted to determine if the model is suitable for the data used. If the SRMR value is less than 0.10, it is declared that it meets the model compliance criteria. Note that if the SRMR value is less than 0.08, the model is considered fully compatible. According to the table

above, the results showed that the SRMR value was 0.060, indicating that this study met good conformity criteria. This is because the SRMR value is less than 0.08. You can also check the model suitability assessment through the value Normed Fit Index (NFI). According to the analysis results, the NFI value of the saturation model is 0.814 and 0.777 for the estimated model. The NFI value ranges from 0 to 1, and the closer it is to 1, the better model fit.

e. PLS Predict

According to the PLS Predict results, all of the Repurchase Intention variable's indicators $Y.1 = 0.635$, $Y.2 = 0.604$, $Y.3 = 0.451$, and $Y.4 = 0.476$ show positive Q^2 predict values. This suggests that the PLS-SEM model is capable of making accurate predictions. In other words, the model's predictive validity is deemed appropriate as it can predict the dependent variable's value more precisely than a simple average.

Table 6. Hypothesis Test Results

Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P Values	Results
(X1) Environmental Concern → (Y) Repurchase Intention	0.032	0.033	0.083	0.392	0.695	Has a positive but not significant effect
(X2) Brand Image → (Y) Repurchase Intention	0.437	0.434	0.108	4,045	0	Has a significant positive impact
(X3) Green Promotion → (Y) Repurchase Intention	0.444	0.448	0.074	5,991	0	Has a significant positive impact

Source: PLS 4.0 Processing Results

Environmental problem variables display the original sample value 0.032, t-statistics value 0.392, and p-value 0.695 based on the hypothesis test results in Table 4.19. t Repurchase intentions are not significantly affected by environmental issues, as shown with statistics below 1.96, and p values greater than 0.05. On the other hand, the brand image variable has a positive effect on repurchase intention because the original sample value is 0.437; the t-statistics value is 4.045; and the p-value is 0.000. In a similar vein, the Green Promotion variable has a positive and substantial impact with an initial sample value of 0.444, a t-statistic of 5.991, and a p-value of 0.000. Based on these findings, it can be said that while Environmental Concern has a positive value, it has no substantial impact on Repurchase Intention. Instead, Brand Image and Green Promotion have a considerable impact.

RESULTS AND DISCUSSION

The Influence of Environmental Concern (X1) on Repurchase Intention (Y)

Environmental Concern does not significantly affect Repurchase Intention, according to the H1 test results, which show an original sample value of 0.032, a t-statistic of 0.392 (<1.96), and a p-value of 0.695 (>0.05). As a result, H1 is rejected. This indicates that Matahari's old clothing exchange program does not solely rely on environmental concerns to promote repurchase intention. This outcome is different from that of Kristia (2021) and Zameer and Yasmeen's research, which discovered a significant effect. This could be because the study's context was more impacted by financial incentives like vouchers. Furthermore, the majority of respondents (private employees and students with expenses between IDR 500,000 and IDR 2,000,000) stated that financial incentives outweighed environmental considerations. It follows that in order to boost repurchase intentions, Matahari must mix environmental messaging with observable financial advantages.

The Influence of Brand Image (X2) on Repurchase Intention (Y)

Based on the results of the H2 test, Brand Image has an original sample value of 0.437, a t-statistic of 4.045 (>1.96), and a p-value of 0.000 (<0.05), thus having a positive and significant effect on Repurchase Intention, and H2 is accepted. This finding supports Kevin Lane Keller's (2023) theory, which states that a strong brand image (favorability, strength, uniqueness) increases consumer trust and loyalty. This result is also in line with Kusumastuti et al., (2025) and Mitariani et al., (2022) who emphasized the importance of brand image in driving repurchase intention. This influence is supported by Matahari's strong reputation, program consistency, and collaboration with environmental partners that strengthen the green brand image. For Generation Z, brand image is also related to social identity, thus encouraging repeat purchases. However, the effect size ($f^2 = 0.123$) is relatively small-medium, so it needs to be strengthened. The implication is that companies need to improve communication and transparency of sustainability programs to strengthen their brand image.

The Effect of Green Promotion (X3) on Repurchase Intention (Y)

Based on the results of the third hypothesis test (H3), Green Promotion has an original sample value of 0.444, a t-statistic of 5.991 (>1.96), and a p-value of 0.000 (<0.05), so it can be concluded that Green Promotion has a positive and significant effect on Repurchase Intention, so H3 is accepted. This variable shows the most dominant influence compared to Brand Image ($f^2 = 0.123$) and Environmental Concern ($f^2 = 0.001$), with an effect size of $f^2 = 0.240$, included in the medium category. This finding confirms that an effective green marketing communication strategy is a key factor in encouraging Generation Z participation in Matahari's old clothes exchange program. This result is in line with the definition of green promotion by Peattie and Belz (2012), which emphasizes communication activities

to inform, persuade, and remind consumers about environmentally friendly business practices, and is consistent with the research of Ibrahim and Sholahuddin (2025) and Mahardika et al., (2025) which shows the positive influence of green promotion on green purchase intention and repurchase intention. The dominant influence of Green Promotion is explained by several factors, namely direct incentives in the form of a 25% discount voucher that reduces psychological barriers and provides real economic benefits, the use of social media that strengthens social norms about sustainable consumption for Generation Z, and the consistency of the program since 2022 that increases credibility and reduces the perception of greenwashing. The practical implication is that Matahari Department Store should make green promotion the core of its sustainable marketing strategy, strengthen direct incentives, and utilize digital platforms to increase loyalty and repurchase intention of Generation Z consumers (Source: Processed data, 2026).

CONCLUSION

This study shows that Brand Image and Green Promotion have a positive and significant effect on Generation Z's Repurchase Intention in Matahari Department Store's Old Clothes Exchange Program, while Environmental Awareness alone is not enough to drive repurchase intention without economic incentives. These findings advance the field of green marketing by emphasizing that the success of green marketing strategies depends not only on consumers' environmental awareness, but also on credible brand perceptions and promotions that provide tangible benefits. Scientifically, this study justifies that a combination of social, economic, and brand perception factors increases the effectiveness of green programs in the retail sector, especially for Generation Z. Practical applications include more strategic green promotion designs and strengthening sustainable brand image through transparency and collaboration with recycling partners. Future research can expand the model by adding variables such as Green Trust or Customer Engagement, as well as conducting intervention experiments to directly measure the impact of green marketing strategies in different retail industry contexts.

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