

Green Entrepreneurship's Influence on Customer Satisfaction through Brand Authenticity and Brand Trust

Dewi Yulianti^{1*}, Raya Sulistyowati²

Universitas Negeri Surabaya, Indonesia^{1,2}

*Corresponding Author: dewiyulianti.22059@mhs.unesa.ac.id

ARTICLE INFO

Received: 01 July 2026

Revised: 24 September 2026

Accepted: 27 September 2026

Keywords: Batik SMEs,
Brand Authenticity, Brand
Trust, Customer Satisfaction,
Green Entrepreneurship

ABSTRACT

This study examines the effect of green entrepreneurship on customer satisfaction through the mediating roles of brand authenticity and brand trust among consumers of Batik Berkah Mojo MSME in Jombang, Indonesia. A quantitative survey was conducted with 213 respondents, and the data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings reveal that green entrepreneurship significantly enhances customer satisfaction both directly and indirectly through brand authenticity, whereas brand trust has no significant direct or mediating effect. The study contributes to the literature by demonstrating that brand authenticity is a more effective psychological mechanism than brand trust in explaining how sustainable entrepreneurial practices influence customer satisfaction in MSMEs. This finding extends green entrepreneurship research by clarifying the distinct mediating roles of brand authenticity and brand trust within the context of batik MSMEs. Practically, the results suggest that MSMEs should prioritize authentic sustainability practices to strengthen customer satisfaction.

DOI : <https://doi.org/10.24036/ecogen.v9.i3.111>



This is an open access article distributed under the Creative Commons 4.0 Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited. ©2026 by author.

INTRODUCTION

Public awareness of environmental issues has increased significantly in recent years. Climate change, rising CO₂ emissions and environmental pollution have prompted a number of industries to adopt more environmentally friendly business practices. The fashion industry is a sector that has gained great attention due to its role in environmental degradation. It is estimated that this sector accounts for about 3-8% of

global greenhouse gas emissions, and this proportion could increase to 30% by 2030 if no significant mitigation measures are taken (Jonatan et al., 2024). This circumstance has given rise to the idea of sustainable fashion, which highlights the balance between economic, social and environmental factors in the manufacture and use of fashion products (Mita, 2022). Changing consumer behavior reinforces the importance of implementing sustainable business practices. The modern consumer no longer only considers the price and quality of the product, however, it also considers the environmental effects of the manufacturing process. Data show that about 74% of consumers are ready to change their shopping preferences taking into account environmental aspects, while only 16% do not pay attention to sustainability factors in their purchasing choices (GoodStats, 2024). This phenomenon indicates a shift towards conscious consumerism, which is consumption behavior that considers social and environmental values.

One of the MSME sectors facing environmental challenges is the batik industry. Batik industry has an important contribution to the economy and preservation of Indonesian culture, but the production process often uses synthetic chemicals that have the potential to pollute the environment. Liquid waste from batik coloring can reduce the quality of water and soil if not managed properly. National water quality Data show that around 59% of river monitoring points in Indonesia are still in the heavily polluted category (Purwandari, 2021). This condition shows that the implementation of more environmentally friendly production practices is an important need for the batik industry, especially in the MSME sector.

In response to these challenges, the concept of green entrepreneurship has emerged as a business approach that blends economic, social, and environmental goals into commercial activities (Abdulwahab et al., 2023). Sustainable entrepreneurship not only focuses on profit, but also encourages new ideas as well as business methods that reduce the impact on the environment (Nuringsih et al., 2022). This idea can be applied in the batik industry by utilizing natural dyes, waste management, resource efficiency, and sustainable product innovation. The study by Wibowo et al (2024) shows that environmentally friendly innovations in MSME batik are able to increase competitiveness while reducing the negative environmental effects of the production process. According to the Stimulus–Organism–Response (SOR) Theory, external environmental factors affect consumer reactions by first undergoing internal psychological assessments, which subsequently lead to behavioral outcomes. In this study, Green Entrepreneurship serves as the environmental stimulus, as environmentally conscious business practices signal a company's dedication to sustainability. Consumers then evaluate these signals psychologically, which influences their behavioral responses, such as customer satisfaction. The S–O–R framework's

capability to elucidate the relationship between environmental stimuli, consumers' internal psychological mechanisms, and their behavioral reactions renders it a highly relevant theoretical basis for comprehending contemporary consumer behavior (Zuhdi & Marsasi, 2025).

From a marketing perspective, environmentally responsible business practices do not automatically lead to customer satisfaction because consumers must first interpret and evaluate a firm's sustainability initiatives before forming behavioral responses (Monfort et al., 2025). According to the Stimulus–Organism–Response (SOR) Theory, Green Entrepreneurship acts as an external stimulus, while consumers' internal psychological evaluations determine how these sustainability practices influence subsequent behavioral responses (Jornales, 2023). Therefore, psychological mechanisms are required to explain how environmentally responsible business practices are translated into Customer Satisfaction (Nazmeen & Vania, 2026). In this study, Brand Authenticity and Brand Trust are proposed as mediating variables because they represent consumers' internal evaluations of whether a firm's sustainability commitments are genuine, consistent, and reliable (Chen et al., 2022). When consumers perceive that environmental initiatives genuinely reflect a firm's values and demonstrate consistent and trustworthy business practices, they are more likely to develop favorable evaluations that ultimately enhance Customer Satisfaction (Wibowo et al., 2024).

Previous studies have consistently shown that Green Entrepreneurship creates value not only by reducing environmental impacts but also by enhancing firms' competitiveness and consumers' perceptions of sustainable products. Environmentally responsible business practices encourage green innovation, improve perceived product value, and strengthen positive consumer evaluations, ultimately contributing to favorable behavioral outcomes (Skordoulis et al., 2022; Wibowo et al., 2024). In addition, sustainability initiatives have been found to strengthen Brand Authenticity because consumers perceive environmentally responsible firms as more genuine, transparent, and consistent in delivering their environmental commitments (Chen et al., 2022; Lin & Ku, 2023). Likewise, Brand Trust has been recognized as an important determinant of consumer behavior, as consistent and credible sustainability practices enhance consumers' confidence in a firm's reliability and integrity (Monfort et al., 2025).

However, empirical evidence regarding the psychological mechanisms through which Green Entrepreneurship influences Customer Satisfaction remains inconclusive. While several studies suggest that Brand Authenticity positively influences customer satisfaction by strengthening consumers' emotional attachment and positive brand evaluations, other findings indicate that its effect is insignificant or occurs indirectly through other psychological mechanisms such as Brand Trust (Panyekar & Marsasi, 2024).

Although previous studies have provided valuable insights into Green Entrepreneurship and sustainable consumer behavior, several research gaps remain. First, most studies have focused on large companies or global brands, while empirical evidence from culture-based MSMEs remains limited. Second, previous research has generally examined Brand Authenticity and Brand Trust separately, providing limited understanding of their comparative mediating roles in explaining how Green Entrepreneurship influences Customer Satisfaction. Third, although sustainable practices have increasingly been adopted by batik MSMEs in Indonesia, empirical studies investigating consumers' psychological responses to these practices are still scarce. These gaps indicate the need for further investigation within the context of Indonesian batik MSMEs.

MSME Batik Berkah Mojo located in Mojoagung, Kab. Jombang, East Java, is one example of batik business actors who apply the principle of green entrepreneurship. Since 2013, this MSME has expanded to use plants as a dye producer, the plants used are mahogany, jolawe, tingi wood, and indigo. In addition, Batik Berkah Mojo also applies WWTP as an effort to reduce the negative environmental impact of the production process. These sustainability initiatives offer a relevant context for examining how consumers interpret environmentally responsible business practices through Brand Authenticity and Brand Trust before forming Customer Satisfaction.

This study offers both theoretical and empirical contributions. Theoretically, it extends the Stimulus–Organism–Response (SOR) framework by simultaneously examining Brand Authenticity and Brand Trust as distinct psychological mechanisms linking Green Entrepreneurship and Customer Satisfaction. Empirically, it provides evidence from an Indonesian batik MSME that has actively implemented sustainable business practices, thereby enriching the limited literature on Green Entrepreneurship in culture-based MSMEs.

Based on these research gaps, this study aims to examine the relationship between Green Entrepreneurship and Customer Satisfaction and to investigate the mediating roles of Brand Authenticity and Brand Trust among consumers of Batik Berkah Mojo MSME in Jombang Regency, East Java. Specifically, this study examines whether Green Entrepreneurship influences Customer Satisfaction directly and indirectly through Brand Authenticity and Brand Trust. By simultaneously examining these two mediating mechanisms, the study seeks to provide a deeper explanation of how consumers translate their perceptions of environmentally oriented entrepreneurial practices into satisfaction evaluations within the context of a culture-based MSME.

METHOD

This study employed a quantitative approach to examine the relationships among Green Entrepreneurship, Brand Authenticity, Brand Trust, and Customer Satisfaction. Quantitative research enables the measurement of variables using numerical data and

statistical analysis to objectively test the proposed hypotheses (Creswell & Creswell, 2023). A causal research design was adopted to analyze both the direct and indirect effects among the proposed constructs.

The study was conducted at Batik Berkah Mojo MSMEs in Mojoagung, Jombang Regency, East Java. The population comprised all consumers of Batik Berkah Mojo. however, the exact population size was unknown because no complete customer database was available. Therefore, non-probability purposive sampling was employed to select respondents with relevant purchasing experience. The sampling criteria included consumers who were (1) at least 17 years old, (2) had purchased and used Batik Berkah Mojo products, and (3) had made at least one purchase through either online or offline channels. These criteria ensured that all respondents possessed sufficient experience to assess the sustainability practices and brand-related perceptions examined in this study.

The sample size of 213 respondents satisfies the minimum requirement for PLS-SEM analysis. Following Hair et al. (2022), PLS-SEM is appropriate for medium sample sizes and provides robust parameter estimates even when the sample is relatively limited. Furthermore, the sample exceeded the minimum requirement based on the ten-times rule because the largest number of structural paths directed at an endogenous construct was three. The research instrument was distributed online using Google Form, so that all data analyzed came from respondents answers that match the characteristics of the sample. The questionnaire was developed by adapting previously validated measurement scales.

Table 1. Measurement Instrument Adaptation

Construct	Dimensions / Indicators
Green Entrepreneurship	Environmental commitment, environmentally friendly materials, environmental orientation, green innovation, sustainable economic orientation
Brand Authenticity	Continuity, credibility, integrity, symbolism
Brand Trust	Reliability, honesty, safety, trustworthiness
Customer Satisfaction	Satisfaction with purchase experience, product performance, purchase decision, overall satisfaction

Source: Authors' adaptation from Alvarez-Risco et al. (2021), Nurfitriani et al. (2024), Morhart et al. (2014), Djamaludin dan Fahira (2023), and Chang (2015).

A four-point Likert scale ranging from 1 (strongly disagree) to 4 (strongly agree) was employed. Unlike odd-numbered scales, the four-point scale eliminates the neutral response option, encouraging respondents to express a clear opinion and reducing central tendency bias. This approach is considered appropriate for consumer perception studies because it improves response discrimination and minimizes indecisive answers. Partial Least Squares Structural Equation Modeling (PLS-SEM) was selected because the study emphasizes prediction and theory extension rather than theory confirmation. In addition, PLS-SEM does not require strict multivariate normality assumptions and is

widely recommended for research involving latent constructs measured through multiple indicators (Hair et al., 2022). The analysis involved evaluating the measurement model through convergent validity, discriminant validity, Composite Reliability, and Cronbach's Alpha, followed by assessment of the structural model using path coefficients, coefficient of determination (R^2), effect size (f^2), predictive relevance (Q^2), and bootstrapping to test both direct and indirect effects.

RESULT AND DISCUSSION

RESULTS

Based on the questionnaire distribution data, it is known that 213 respondents have accessed the questionnaire and have met the criteria and are eligible to be used for data analysis

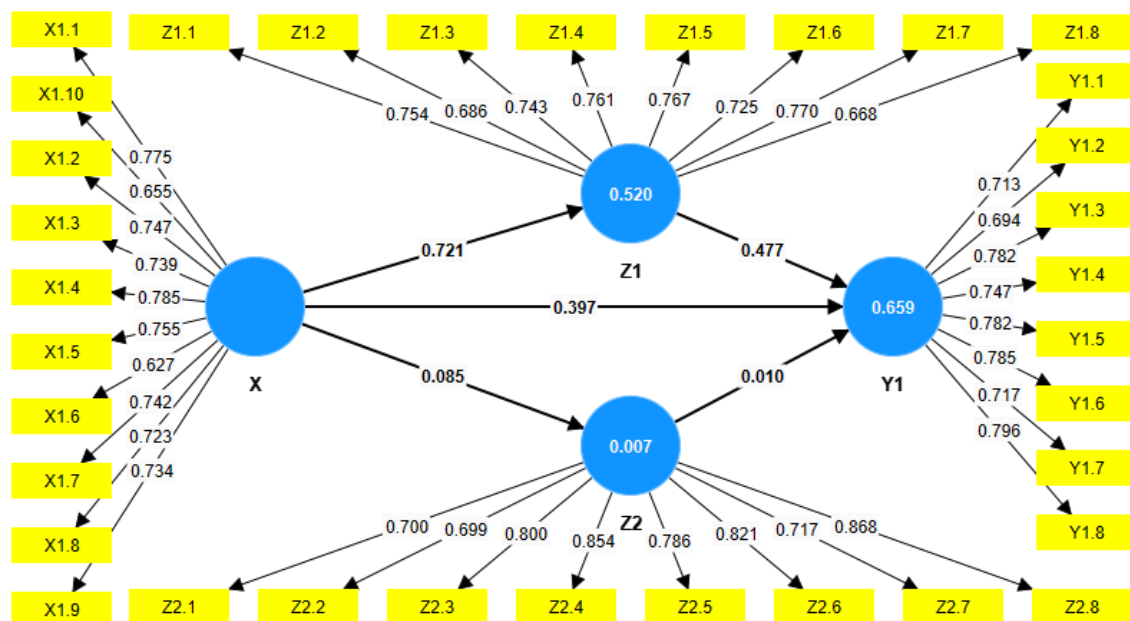


Figure 1 Structural Model Test Results

Source: SmartPLS4, 2026 Output Results

Figure 1 shows that there are still 6 indicators that have a loading factor value < 0.70 so that it can be said to be invalid. At the outer model evaluation stage, several indicators that did not meet the validity criteria were eliminated from the model, namely indicators X1.6 and X1.10 on Green Entrepreneurship variables, Z1.2 and Z1.8 on Brand Authenticity variables, Z2.2 on Brand Trust variables, and Y1.2 on Customer Satisfaction variables. After elimination, the entire construct meets the validity and reliability criteria indicated by Cronbach's Alpha, Composite Reliability, and AVE values as presented in Table 2.

Table 2. outer load values, Cronbach alpha, Composite reliability, and AVE

Variabel	Item	LF	CA	CR	AVE
X	1	0,791	0,896	0,897	0,578
	2	0,753			
	3	0,760			
	4	0,794			
	5	0,752			
	6	0,752			
	7	0,748			
	8	0,731			
Z1	1	0,764	0,882	0,885	0,587
	2	0,755			
	3	0,768			
	4	0,770			
	5	0,731			
	6	0,802			
Z2	1	0,721	0,858	0,860	0,586
	2	0,807			
	3	0,859			
	4	0,798			
	5	0,835			
	6	0,743			
	7	0,856			
Y	1	0,725	0,921	0,869	0,647
	2	0,789			
	3	0,745			
	4	0,779			
	5	0,767			
	6	0,745			
	7	0,809			

Source: processed by researchers (2026)

Before the relationship between variables is analyzed, the quality of the instrument is first evaluated through testing the outer model. The results of the tests showed that each structure showed a sufficient level of reliability, as evidenced by the achievement of the cronbach's alpha value and the reliability of composites that meet the accepted criteria. In addition, the Ave (Average Variance Extracted) test also showed that each structure

was able to explain the variance of its indicators quite well. Therefore, the research instrument is considered suitable for testing structural models.

Evaluation of discriminant validity is done by comparing the correlation value of each indicator on all constructs in the model. Based on Table 3, each indicator has the highest correlation value in the construct in which it is sheltered. This condition indicates that the latent variable has a sufficient level of differentiation, so that the discriminant validity of the instrument can be stated to have been met.

Table 3 Direct hypothesis testing

	Original sample	T statistics	P values	Hypothesis
H1	0,397	3,642	0,000	Received
H2	0,699	11,525	0,000	Received
H3	0,077	0,594	0,553	Rejected
H4	0,476	4,978	0,000	Received
H5	0,030	0,540	0,589	Rejected

Source: processed by researchers (2026)

From the results of hypothesis testing through bootstrapping analysis, Green Entrepreneurship is proven to have a positive effect on Customer Satisfaction ($\beta = 0.397$; $t = 3.642$; $p < 0.05$), so that the first hypothesis (H1) is accepted. In addition, Green Entrepreneurship also has a positive effect on Brand Authenticity ($\beta = 0.699$; $t = 11.525$; $p < 0.05$), so that H2 has empirical support. In contrast, the relationship of Green Entrepreneurship with Brand Trust is not significant ($\beta = 0.077$; $t = 0.594$; $p = 0.553$), so H3 is not supported. The test results also showed that Brand Authenticity has a positive effect on Customer Satisfaction ($\beta = 0.476$; $t = 4.978$; $p < 0.05$), so that H4 is accepted. Meanwhile, Brand Trust has no significant effect on Customer Satisfaction ($\beta = 0.030$; $t = 0.540$; $p = 0.589$), so H5 is rejected.

Table 4. f^2

	f-square
X > Y	0,231
X > Z1	0,956
X > Z2	0,006
Z1 > Y	0,333
Z2 > Y	0,003

Source: processed by researchers (2026)

The interpretation of effect size (f^2) indicates the variation of influence strength between variables in the structural model. The influence of Green Entrepreneurship on Brand Authenticity is included in the large category, while the relationship of Brand Authenticity with Customer Satisfaction and the direct relationship of Green

Entrepreneurship to Customer Satisfaction are in the medium category. On the other hand, the influence of Green Entrepreneurship on Brand Trust, as well as the influence of Brand Trust on Customer Satisfaction, only make a very low contribution. Therefore, Brand Authenticity can be viewed as a variable that has the most dominant role in explaining the relationship between constructs in this study.

Table 5 indirect hypothesis testing

	Original sample	T statistics	P values	Hypothesis
$X \rightarrow Z1$ $\rightarrow Y$	0,332	5,070	0,000	Received
$X \rightarrow Z2$ $\rightarrow Y$	0,002	0,306	0,760	Rejected

Source: processed by researchers (2026)

The results of mediation effect analysis show that Brand Authenticity acts as a mediator in the relationship between Green Entrepreneurship and Customer Satisfaction. The findings are supported by the test results ($\beta = 0.332$; $t = 5.070$; $p < 0.001$), so that the proposed hypothesis is accepted. In contrast, Brand Trust has not been shown to mediate the relationship between Green Entrepreneurship and Customer Satisfaction, as shown by the test results ($\beta = 0.002$; $t = 0.306$; $p = 0.760$). Therefore, the proposed hypothesis is rejected.

DISCUSSION

The Influence of Green Entrepreneurship on Customer Satisfaction

The findings indicate that Green Entrepreneurship has a positive and significant effect on Customer Satisfaction, suggesting that consumers experience higher satisfaction when they perceive that Batik Berkah Mojo consistently implements environmentally responsible business practices. This finding is consistent with Skordoulis et al. (2022), who argued that green entrepreneurial practices create greater perceived value and positive consumption experiences, thereby enhancing customer satisfaction. Similarly, Wibowo et al. (2024) found that sustainable innovations implemented by batik MSMEs improve consumers' evaluations of products while strengthening business competitiveness. From the perspective of the Stimulus–Organism–Response (S–O–R) Theory, Green Entrepreneurship functions as the external stimulus that communicates the firm's environmental commitment. Consumers then evaluate these sustainability practices psychologically before generating positive behavioral responses in the form of Customer Satisfaction (Jornales, 2023).

In the context of Batik Berkah Mojo, consumers directly observe the use of natural dyes, environmentally friendly materials, and sustainable production processes, making the firm's environmental commitment tangible rather than merely promotional. This interpretation is also supported by the descriptive analysis, which shows that long-term sustainability orientation received the highest consumer evaluation, indicating that

customers appreciate the firm's long-term commitment to environmental responsibility. These findings suggest that Customer Satisfaction is influenced not only by product quality but also by consumers' perceptions that sustainable business practices are consistently implemented and aligned with the brand's environmental values. Consequently, Green Entrepreneurship creates functional, emotional, and symbolic value that strengthens customer satisfaction.

The Influence of Green Entrepreneurship on Brand Authenticity

This study confirms that Green Entrepreneurship positively influences Brand Authenticity, indicating that consumers perceive Batik Berkah Mojo as a more authentic brand when its environmental commitments are consistently reflected in actual business practices. This finding is consistent with Wibowo et al. (2024), who argued that sustainable innovation strengthens consumers' perceptions of brand authenticity, and Chen et al. (2022), who emphasized that brand authenticity is formed when consumers perceive a brand as honest, consistent, and aligned with its communicated values. Rather than relying solely on corporate claims, consumers evaluate whether sustainability initiatives are genuinely implemented through observable practices.

From the perspective of the Stimulus–Organism–Response (S–O–R) Theory, Green Entrepreneurship serves as the external stimulus, while Brand Authenticity represents the consumers' internal psychological evaluation (Jornales, 2023). In the case of Batik Berkah Mojo, the use of natural dyes, environmentally friendly materials, and sustainable production processes provides tangible evidence of the firm's environmental commitment. As a result, consumers perceive that the brand's sustainability claims are consistent with its actual practices, reinforcing perceptions of authenticity. These findings indicate that authentic sustainability practices, rather than sustainability claims alone, play an important role in strengthening Brand Authenticity among batik MSME consumers.

The Influence of Green Entrepreneurship on Brand Trust

Contrary to the proposed hypothesis, Green Entrepreneurship was not found to have a significant effect on Brand Trust. This finding suggests that environmentally responsible business practices alone are insufficient to directly build consumers' trust in Batik Berkah Mojo. Although consumers recognize the firm's sustainability initiatives, Brand Trust appears to develop through accumulated consumption experiences, consistent product quality, and long-term interactions rather than from initial perceptions of environmental responsibility. Similar findings were reported by Fadli et al. (2023) and Bidayah and Rakhmawati (2024), who argued that brand trust is established through repeated positive experiences and consistent brand performance. However, this result differs from Monfort et al. (2025), who found that sustainability practices can strengthen brand trust when consumers consistently perceive a firm's environmental commitment.

From the perspective of the Stimulus–Organism–Response (S–O–R) Theory, Green Entrepreneurship functions as the external stimulus, yet this stimulus was not sufficiently strong to generate the internal psychological response represented by Brand

Trust (Jornales, 2023). One possible explanation is that respondents in this study were required to have purchased Batik Berkah Mojo only at least once, limiting their opportunities to evaluate the firm's long-term consistency in implementing sustainable practices. Consequently, consumers may acknowledge the brand's environmental commitment but still require repeated purchasing experiences before developing trust. This finding indicates that, unlike Brand Authenticity, which can be formed through direct observation of sustainability practices, Brand Trust requires continuous product performance, consistent quality, and long-term interactions before it can be established.

The Influence of Brand Authenticity on Customer Satisfaction

Customer Satisfaction is enhanced when consumers perceive a brand as authentic, honest, and consistent with the values it communicates. The present study demonstrates that Brand Authenticity significantly contributes to Customer Satisfaction among Batik Berkah Mojo consumers. This finding supports the studies of Rajamohan and Elanthiraiyan (2024) and Julianti & Cokki (2023), who argued that authentic brands create greater customer satisfaction because consumers perceive consistency between brand promises and actual experiences. However, this result differs from Panyekar and Marsasi (2024), who reported that Brand Authenticity did not significantly influence Customer Satisfaction. This inconsistency may be attributed to differences in research settings. In the present study, all respondents had prior purchasing experience with Batik Berkah Mojo, enabling them to assess brand authenticity based on direct product experience rather than relying solely on expectations or marketing claims.

From the perspective of the Stimulus–Organism–Response (S–O–R) Theory, Brand Authenticity represents the organism, reflecting consumers' internal psychological evaluation after being exposed to Green Entrepreneurship practices (Jornales, 2023). When sustainability claims are supported by tangible actions, such as the use of natural dyes, environmentally friendly production processes, and the preservation of local batik values, consumers perceive the brand as genuine and credible. These positive evaluations subsequently generate favorable behavioral responses in the form of higher Customer Satisfaction. Therefore, the findings suggest that the effectiveness of Green Entrepreneurship in improving customer satisfaction depends not only on implementing sustainable practices but also on consumers' perceptions that these practices genuinely reflect the brand's identity and values.

The Influence of Brand Trust on Customer Satisfaction

Unlike Brand Authenticity, Brand Trust did not emerge as a significant predictor of Customer Satisfaction in this study. This finding suggests that trust alone was insufficient to directly increase customer satisfaction among Batik Berkah Mojo consumers. The result supports Fadli et al. (2023), who argued that Brand Trust does not always lead directly to Customer Satisfaction, but differs from Djamaludin and Fahira (2023), who reported a significant positive relationship. One possible explanation is that Brand Trust generally develops through repeated purchase experiences and consistent brand performance, whereas the respondents in this study were only required to have

purchased the product at least once. Consequently, many consumers may not yet have accumulated sufficient interactions with the brand to establish a stable level of trust. Instead, their satisfaction was more strongly influenced by immediate product experiences, such as product quality, comfort, design, and the environmental value perceived during product use.

From the perspective of the Stimulus–Organism–Response (S–O–R) Theory, Brand Trust represents a deeper psychological evaluation (organism) that requires repeated validation before influencing behavioral responses (Jornales, 2023). Unlike Brand Authenticity, which can be evaluated directly from observable sustainability practices, Brand Trust depends on consumers' confidence that the brand will consistently fulfill its promises over time. This indicates the existence of a trust gap, where consumers recognize Batik Berkah Mojo's environmental initiatives but have not yet developed sufficient confidence in the long-term consistency of those practices. Therefore, while Brand Trust remains essential for maintaining long-term customer relationships, it did not significantly influence Customer Satisfaction in the present study because consumers relied more on immediate consumption experiences than on trust developed through repeated interactions.

The Influence of Brand Authenticity in Mediating Green Entrepreneurship on Customer Satisfaction

The significant mediating effect of Brand Authenticity demonstrates that Green Entrepreneurship enhances Customer Satisfaction primarily by strengthening consumers' perceptions of brand genuineness rather than through a direct mechanism alone. This finding supports Hidayat & Setiawati (2021) and Rodrigues et al., (2024), who argued that Brand Authenticity serves as an important psychological mechanism linking sustainable business practices with favorable consumer responses. The result suggests that consumers do not automatically become satisfied simply because a company adopts environmentally responsible practices. Instead, they first evaluate whether these sustainability initiatives genuinely reflect the firm's values and are consistently implemented. When sustainability claims are perceived as authentic, consumers develop stronger positive evaluations that ultimately increase Customer Satisfaction.

Viewed through the Stimulus–Organism–Response (S–O–R) Theory, Green Entrepreneurship functions as the stimulus, while Brand Authenticity represents the organism that transforms environmental initiatives into favorable behavioral responses (Jornales, 2023). In the context of Batik Berkah Mojo, the use of natural dyes, environmentally friendly production processes, and the preservation of local batik traditions provide tangible evidence that supports the firm's sustainability claims. These observable practices enable consumers to perceive the brand as authentic, thereby strengthening the positive effect of Green Entrepreneurship on Customer Satisfaction. The findings therefore highlight that the success of sustainable business practices depends not only on their implementation but also on consumers' perceptions that such practices genuinely reflect the brand's identity and long-term commitment.

The Influence of Brand Trust in Mediating Green Entrepreneurship on Customer Satisfaction

In contrast to Brand Authenticity, Brand Trust did not significantly mediate the relationship between Green Entrepreneurship and Customer Satisfaction. This finding suggests that environmentally responsible business practices alone were insufficient to develop the level of consumer trust required to translate sustainability initiatives into higher customer satisfaction. One possible explanation is that Brand Trust develops gradually through repeated purchase experiences and consistent brand performance rather than from initial product evaluations. In the present study, respondents were only required to have purchased Batik Berkah Mojo products at least once; therefore, many consumers may not yet have accumulated sufficient interactions to establish stable trust. This finding is consistent with Fadli et al (2023), who argued that Brand Trust does not always function as an effective mediating mechanism during the early stages of consumer–brand relationships.

From the perspective of the Stimulus–Organism–Response (S–O–R) Theory, Brand Trust represents a deeper psychological evaluation (organism) that requires repeated validation before influencing behavioral responses (Jornales, 2023). Unlike Brand Authenticity, which can be formed through consumers' direct observations of sustainable business practices, Brand Trust depends on consumers' confidence that these practices will be maintained consistently over time. This finding indicates the existence of a trust gap, whereby consumers recognize Batik Berkah Mojo's environmental initiatives but have not yet developed sufficient confidence in the brand's long-term commitment. Consequently, Customer Satisfaction in this study was influenced more by immediate functional and emotional consumption experiences than by long-term trust, explaining why Brand Trust did not mediate the relationship between Green Entrepreneurship and Customer Satisfaction.

Overall, the findings indicate that Green Entrepreneurship influences customer satisfaction both directly and indirectly through brand authenticity, but not through brand trust. This suggests that consumers tend to respond to sustainability practices based on their perceptions of brand authenticity and consistency, whereas trust requires more repeated interactions. These findings reinforce the S-O-R perspective, demonstrating that environmental stimuli can trigger distinct psychological mechanisms—particularly within the context of batik MSMEs that integrate sustainability with cultural identity and traditional production methods.

CONCLUSIONS

This study demonstrates that Green Entrepreneurship enhances Customer Satisfaction directly and indirectly through Brand Authenticity, whereas Brand Trust does not significantly mediate this relationship among consumers of Batik Berkah Mojo MSME. These findings extend the Stimulus–Organism–Response (S–O–R) Theory by showing that consumers respond to sustainable business practices primarily through perceptions of Brand Authenticity rather than Brand Trust. The study therefore highlights Brand

Authenticity as a more effective psychological mechanism for explaining how Green Entrepreneurship influences Customer Satisfaction within the context of culture-based MSMEs.

From a managerial perspective, the findings suggest that MSMEs should prioritize authentic implementation of sustainable practices rather than merely communicating environmental claims. Consistent use of environmentally friendly materials, transparent production processes, and preservation of local cultural values can strengthen consumers' perceptions of authenticity and ultimately improve customer satisfaction.

This study is limited to consumers of a single batik MSME in Jombang and employs a cross-sectional research design with purposive sampling, which may limit the generalizability of the findings. Future studies are encouraged to examine different MSME sectors or geographical contexts, employ longitudinal designs, and incorporate additional psychological variables, such as green perceived value, environmental concern, or brand experience, to provide a broader understanding of consumer responses to sustainable entrepreneurship.

AUTHOR CONTRIBUTION

Author 1: Conceptualization, Methodology, Investigation, Data Curation, Formal Analysis, Visualization, Writing – Original Draft. Author 2: Conceptualization, Methodology, Validation, Supervision, Writing – Review & Editing.

CONFLICT OF INTEREST

The authors declare no conflict of interest.

SIMILARITY STATEMENT

The authors confirm that this manuscript is an original work and has been subjected to institutional plagiarism screening using Turnitin, ensuring it meets the required similarity threshold.

REFERENCES

- Abdulwahab, N., Binti, R., Saufi, A., Fathi, M., Abu, B., Ramayah, T., Maheran, N., Muhammad, N., Nor, M., & Bin, H. (2023). The relationship between Green entrepreneurship , human capital and business sustainability in Malaysian large manufacturing firms : An empirical study. *Technological Forecasting & Social Change*, 192. <https://doi.org/10.1016/j.techfore.2023.122529>
- Bidayah, M., & Rakhmawati, D. Y. (2024). Pengaruh Brand Trust Dan Brand Experience Terhadap Brand Loyalty Melalui Emotional Brand Attachment Pada La Tulipe Kosmetik. *Jurnal Pendidikan Tata Niaga (JPTN)*, 12(2), 172–186. <https://doi.org/10.26740/jptn.v12n2.p172-186>

- Chen, X., Lee, T. J., & Sean, S. (2022). How does a global coffeehouse chain operate strategically in a traditional tea-drinking country? The influence of brand authenticity and. *Journal of Hospitality and Tourism Management*, 51(March), 176–186. <https://doi.org/10.1016/j.jhtm.2022.03.003>
- Creswell, J. W., & Creswell, J. D. (2023). *Research Design Qualitative, Quantitative, and Mixed Methods Approaches 6th*. SAGE Publications
- Djamaludin, M. D., & Fahira, A. (2023). The Influence of Brand Trust and Satisfaction towards Consumer Loyalty of a Local Cosmetic Products Brand X among Generation Z. *Journal of Consumer Sciences*, 8(1), 27–44. <https://doi.org/10.29244/jcs.8.1.27-44>
- Fadli, A., Sembiring, B. K. F., & Situmorang, S. H. (2023). Analysis of brand image, Brand Trust, customer experience on Customer satisfaction through perceived value bank syariah indonesia (study at bsi kcp krakatau). *International Journal of Economic, Business, Accounting, Agriculture Management and Sharia Administration | IJEBAS*, 3(2), 445–455
- GoodStats. (2024). Pengaruh Produk Ramah Lingkungan Terhadap Preferensi Belanja Konsumen. <https://data.goodstats.id/statistic/pengaruh-produk-ramah-lingkungan-terhadap-preferensi-belanja-konsumen-Q2Gn2>
- Hair, J. f., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2022). Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R.
- Hidayat, S., & Setiawati, F. A. (2021). Brand Authenticity as a Mediator of Relationship Between Self-Congruity and Consumer Loyalty. *Psychological Research and Intervention*, 4(1), 35–42.
- Jonatan, J., Magnus, K.-H., Ignacio, M., & Wiener, E. (2024). Sustainable style: How fashion can afford and accelerate decarbonization. <https://www.mckinsey.com/industries/retail/our-insights/sustainable-style-how-fashion-can-afford-and-accelerate-decarbonization#/>
- Jornales, D. C. G. (2023). The Stimulus-Organism-Response (SOR) Model-Based Analysis on Appliances Acquisition in the Philippines: An Empirical Study on Consumers' Behavior towards Purchasing Refrigerators. *IOP Conference Series: Earth and Environmental Science*, 1199(1). <https://doi.org/10.1088/1755-1315/1199/1/012029>
- Julianti, I. F., & Cokki. (2023). Pengaruh Autentisitas Merek Dan Kualitas Produk Terhadap Kepuasan Pelanggan Uniqlo Di Jakarta. *Jurnal Manajerial Dan Kewirausahaan*, 05(02), 315–322.
- Lin, F. L., & Ku, T. H. (2023). Effect of digital brand experience on luxury fashion brand authenticity, attachment and lo. *South African Journal of Business Management*, 54(1), 1–8. <https://doi.org/10.4102/sajbm.v54i1.3583>
- Mita, D. (2022). Sustainable Fashion Brand di Indonesia. <https://waste4change.com/blog/brand-tekstil-sustainable-di-indonesia/>
- Monfort, A., Lopez-Vazquez, B., & Sebasti-Morillas, A. (2025). Sustainable Technology and Entrepreneurship Building trust in sustainable brands: Revisiting perceived

- value , satisfaction , customer service , and brand image. *Sustainable Technology and Entrepreneurship*, 4(October 2024). <https://doi.org/10.1016/j.stae.2025.100105>
- Nazmeen, K., & Vania, A. (2026). Understanding Post-Purchase Regret through Fear of Missing Out : An S-O-R Perspective on Impulse Buying Behavior. *Jurnal Ecogen*, 9(1), 144–158. <https://doi.org/https://doi.org/10.24036/ecogen.v9.i1.69>
- Nuringsih, K., MN, N., & Rosa, J. A. (2022). Mendorong Green Entrepreneurial Intention Melalui Green Economy dan Green Entrepreneurial Orientation. *Jurnal Ekonomi*, 27(03), 417–438.
- Panyekar, A., & Marsasi, E. G. (2024). The Role of Brand Equity, Brand Authenticity, Brand Trust to Increase Customer Satisfaction. *JPEK (Jurnal Pendidikan Ekonomi Dan Kewirausahaan)*, 8(1), 71–89. <https://doi.org/10.29408/jpek.v8i1.25144>
- Purwandari, L. (2021). KLHK Ungkap Penyebab 59 Persen Sungai di Indonesia Tercemar Berat. https://www.tempo.co/ekonomi/klhk-ungkap-penyebab-59-persen-sungai-di-indonesia-tercemar-berat-490011#google_vignette
- Rajamohan, R., & Elanthiraiyan, A. M. (2024). Relationship between Brand authenticity , Brand Trust and brand experience towards brand satisfaction. *South Eastern European Journal of Public Health*, 25(2), 215–225.
- Rodrigues, C., Brandão, A., Billore, S., & Oda, T. (2024). The mediating role of perceived brand authenticity between brand experience and brand love: a cross-cultural perspective. *Journal of Brand Management*, 31(3), 293–309. <https://doi.org/10.1057/s41262-023-00342-9>
- Skordoulis, M., Kyriakopoulos, G., Ntanos, S., & Galatsidas, S. (2022). The Mediating Role of Firm Strategy in the Relationship between Green Entrepreneurship , Green Innovation , and Competitive Advantage : The Case of Medium and Large-Sized Firms in Greece. *Sustainability (Switzerland)*, 14(6).
- Wibowo, N. M., Widiastuti, Y., Siswadi, Chusnun, A., Abdillah, N. M., Pramono, V. T. A., Putri, L. A., Boimau, Y., & Ghifari, F. H. (2024). Pemberdayaan UMKM Batik Jombang Melalui Green Innovation Menuju Green Batik Industry. *JURNAL ABDIMAS MANDIRI*, 8(3), 210–219.
- Wijayanti, E., & Murtadlo, K. (2025). Pengaruh Green Marketing dan Persepsi Kualitas terhadap Customer Loyalty Melalui Customer Satisfaction Pada Brand Fashion Lokal Yang Berkelanjutan Cottonink Surabaya. *RIGGS: Journal of Artificial Intelligence and Digital Business*, 4(3), 3992–4004. <https://doi.org/10.31004/riggs.v4i3.2572>
- Zuhdi, M. H. M., & Marsasi, E. G. (2025). Implementing a Marketing Program to Improve Product Knowledge Based on Stimulus – Organism – Response (S-O-R) in the Telecommunications Industry. 8(4), 614–631