

ABSTRACT

Awareness of the importance of sustainability in business practices continues to grow, making environmental factors one of the key considerations in consumer purchasing decisions, including in the technology industry. Apple, as one of the leading global technology companies, has adopted the Apple 2030 strategy, which aims to achieve carbon neutrality across its entire supply chain. This strategy has been promoted through green marketing, yet Apple still faces challenges in maintaining its competitiveness and sales growth. Therefore, this study aims to analyze Indonesian consumers' attitudes toward Apple as a sustainable brand, examining the influence of Environmental Concern, Green Perceived Value, Green Brand Image as influencing factors, with Green Brand Trust as a mediating variable.

The study results indicate that Environmental Concern and Green Brand Image significantly influence both Green Brand Trust and Attitude toward Green Brand, whereas Green Perceived Value does not have a significant impact on either variable. Additionally, Green Brand Trust serves as a partial mediation. Green Brand Image exerts the strongest influence on Attitude toward Green Brand compared to other variables. These findings suggest that consumers are more likely to form a positive attitude based on brand image and sustainability reputation. Therefore, green brands, including Apple, need to build a strong and credible green image to enhance consumer trust and reinforce positive attitudes toward green brands.

Keywords: Environmental Concern, Green Perceived Value, Green Brand Image, Green Brand Trust, Attitude toward Green Brand.