EXAMINING GREEN PRODUCT ATTRIBUTES AND HEALTHY LIFESTYLE ORIENTATION IN SHAPING CONSUMER TRUST TOWARD HEALTHY INSTANT FOOD BRANDS

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ABSTRACT

Purpose: *This study examines the role of green product attributes and healthy lifestyle orientation in shaping consumer trust toward healthy instant food brands in East Java and Bali.*

Design/methodology/approach: *A quantitative research design was employed using a survey method. Data were collected from 193 consumers in East Java and Bali and analyzed using validity tests, reliability tests, and multiple linear regression analysis with a five-point Likert scale.*

Findings: *The results indicate that green product attributes and healthy lifestyle orientation have positive and significant effects on consumer trust, both partially and simultaneously.*

Research limitations/implications: *This study is limited by its sample size and geographical focus on Java–Bali, which may restrict generalizability.*

Practical implications: *The findings suggest that healthy instant food brands should emphasize credible green product attributes and align brand values with consumers' healthy lifestyles to strengthen trust.*

Originality/value: *This study positions consumer trust as a central outcome by integrating signaling theory, trust theory, and value congruence theory in the context of healthy instant food brands.*

Paper type: *Research paper*

Keyword: *Consumer trust; Green product attributes; Healthy instant food brands; Healthy lifestyle orientation; Sustainable consumption.*

A. INTRODUCTION

Changes in global consumption patterns over the past two decades have shown a significant shift from a focus on price and convenience to a greater focus on health and environmental sustainability. This phenomenon is not only occurring in developed countries but is also gaining momentum in developing countries like Indonesia, as public awareness of the long-term impacts of food consumption on individual health and environmental sustainability grows. Consumption patterns previously dominated by economic considerations are now beginning to be complemented by ethical, ecological, and health dimensions.
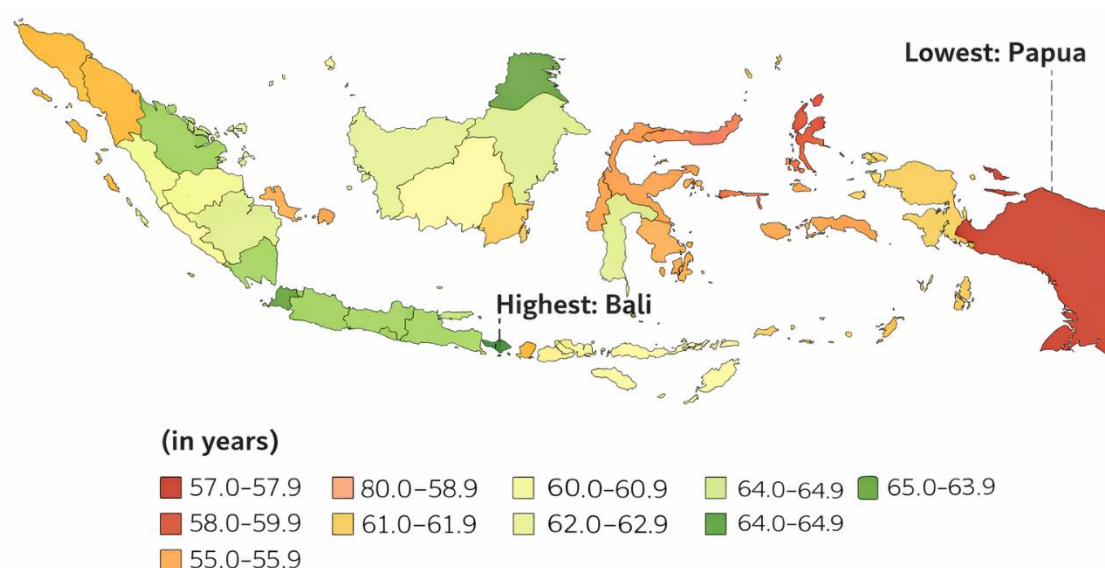
Figure 1. Healty Life Expectancy Disparities in Indonesia
Source: (Kementerian Kesehatan Republik Indonesia, 2020)

The figure illustrates the disparity in Healthy Life Expectancy (HALE) across regions in Indonesia, with a striking difference between regions with high levels of healthy life expectancy, such as Bali, and those with the lowest levels, such as Papua, while other provinces are at intermediate levels with significant variations. This phenomenon reflects unequal access to health determinants, such as food quality, healthy lifestyle awareness, and a living environment that supports long-term health. Regions with higher HALE are generally associated with better health literacy levels, healthier consumption patterns, and greater exposure to products that support a healthy and sustainable lifestyle. In this context according to Ghina, (2005), the HALE map is relevant to shows that a healthy lifestyle orientation and a health-supportive environment have the potential to influence how consumers evaluate and trust food products, including healthy instant foods. The HALE disparity indicates that consumers in regions with higher health awareness tend to be more responsive to environmentally friendly product attributes and health claims, thus forming different levels of consumer trust in healthy instant food brands. Thus, the visual phenomenon in the image strengthens the argument that healthy lifestyle orientation and regional health context are important factors to consider in understanding the formation of consumer trust in healthy instant food products in Indonesia. (Almadury & Pratama, 2025; Mangemba et al., 2021; Utomo & Pratama, 2024)

In Indonesia, public health issues are becoming increasingly crucial with the increasing prevalence of non-communicable diseases such as obesity, diabetes, and cardiovascular disease. Data from the Indonesian Ministry of Health shows that lifestyle changes, including diets high in sugar, salt, and fat, are a major factor in increasing the risk of these diseases (Badan Kebijakan Pembangunan Kesehatan, 2022). This situation is encouraging people to be more selective in choosing food products, especially processed foods, which are often considered convenient but pose health risks.

This situation gave rise to the concept of green products, namely products designed, produced, and distributed with minimal negative impacts on the environment and human health. In the context of the food industry, green products relate not only to environmental aspects such as packaging and production processes, but also to ingredient content, food safety, and transparency of nutritional information. Thus, green products symbolize producers' commitment to sustainability and consumer well-being. (Nuryadi et al., 2025; Pratama et al., 2024)

However, the mere presence of green product attributes does not necessarily guarantee consumer trust. In Indonesia, the phenomenon of greenwashing (environmentally friendly claims

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without substantial evidence) is still common and raises public skepticism. Consumers are increasingly critical of green claims made by brands, making consumer trust a key variable in determining the long-term success of green marketing strategies. Consumer trust in the food industry plays a highly strategic role because it concerns health and safety aspects. Unlike non-consumable products, misperceptions about food quality or safety can directly impact consumers' physical health. Therefore, trust in food brands is built not only through marketing communications, but also through consistent product quality, information credibility, and the alignment between claims and actual consumption experiences.

In addition to product attributes according to Kim & Yang, (2020), consumers' healthy lifestyle orientation also plays a significant role in shaping attitudes and trust toward food brands. Consumers with a healthy lifestyle orientation tend to be more active in seeking information, reading nutrition labels, and evaluating product ingredients before making a purchase. In Indonesia, the healthy lifestyle trend is gaining momentum, particularly among young urbanites exposed to health information through digital and social media. A healthy lifestyle orientation reflects not only healthy eating habits but also an individual's values, beliefs, and priorities for long-term health. Consumers with this orientation tend to evaluate products based on their perceived value congruence with the brand. When a brand is perceived as aligned with healthy living values, the chances of establishing trust and long-term relationships are greater. (Kumar et al., 2023; Utomo et al., 2025)

In the context of instant foods, the issue of trust becomes even more complex. Instant foods have historically been associated with low nutritional content and health risks if consumed excessively. Therefore, the emergence of healthy instant food brands in Indonesia faces a dual challenge: changing negative perceptions of the product category while building trust that these products are truly healthier and more environmentally friendly than conventional alternatives. (Pratama et al., 2025)

This phenomenon suggests that consumer trust in healthy instant food brands is influenced not only by health claims but also by consumer perceptions of the inherent green product attributes. Attributes such as natural ingredients, a no-frying production process, the absence of harmful additives, and the use of environmentally friendly packaging are important signals for consumers in assessing brand credibility. However, the influence of green product attributes on consumer trust is not universal. Consumer response is strongly influenced by their level of awareness and orientation toward a healthy lifestyle. Consumers with a strong healthy lifestyle orientation tend to be more sensitive to green attributes and better able to evaluate the authenticity of sustainability claims, compared to consumers who are still oriented primarily toward practicality and price.

Previous research has generally focused on the influence of green products and healthy lifestyles on purchasing decisions or purchase intentions. While these findings provide important contributions, they remain limited in explaining the psychological mechanisms underlying these relationships, particularly the role of consumer trust as a key variable in building long-term relationships between consumers and healthy food brands. Yet, from a relationship marketing perspective, trust is a key foundation for brand loyalty and sustainability. Without trust, consumers tend to be opportunistic and easily switch to other brands, especially in product categories with increasingly fierce competition, such as the healthy instant food industry in Indonesia.

Most studies adopt an empirical approach without strong theoretical integration. The relationship between green products, healthy lifestyles, and consumer trust is rarely analyzed through an integrated theoretical framework that combines Signaling Theory, Trust Theory, and Value Congruence Theory. The main novelty of this study lies in examining the simultaneous influence of green product attributes and healthy lifestyle orientation on consumer trust in healthy instant food brands in Indonesia, by placing consumer trust as a central construct and integrating Signaling Theory, Trust Theory, and Value Congruence Theory in a single direct causal model. The researchers also elaborate on relevant research, as most empirical findings on trust in green products also originate from developed countries. However, in developing countries like Indonesia, consumer characteristics, health literacy levels, and exposure to greenwashing are very different. Thus,

generalizing global findings to the Indonesian context still requires more contextual empirical validation. (Nuryadi & Pratama, 2025; J. A. K. Putra et al., 2025; Rausch & Kopplin, 2021)

Therefore, it is important to understand how green product attributes and healthy lifestyle orientation simultaneously play a role in shaping consumer trust toward healthy instant food brands. This understanding is not only academically relevant but also has practical implications for manufacturers in designing credible and sustainable product and communication strategies. Based on this phenomenon, this study aims to analyze the role of green product attributes and healthy lifestyle orientation in shaping consumer trust toward healthy instant food brands in Indonesia. This study is expected to fill the research gap by placing consumer trust as a central construct, as well as providing conceptual and empirical contributions to the development of sustainable marketing and consumer behavior literature in developing countries.

B. THEORETICAL FRAMEWORK

Green Product Attributes to Consumer Trust

Signaling Theory states that when information asymmetry exists between producers and consumers, companies use certain signals to reduce uncertainty. In the healthy instant food industry, green product attributes such as natural ingredients, healthy production processes, and environmentally friendly packaging serve as credibility signals that help consumers assess the producer's intentions and competence. From a Trust Theory perspective, consistent and verifiable signals will increase perceptions of brand reliability and integrity, ultimately building consumer trust. (Ali et al., 2023)

H1: Green product attributes have a positive and significant effect on consumer trust toward healthy instant food brands in Indonesia.

Healthy Lifestyle Orientation on Consumer Trust

According to Value Congruence Theory, trust is formed when consumers perceive a value congruence between themselves and a brand. Consumers with a strong healthy lifestyle orientation tend to trust brands that represent health and sustainability values, as these brands are perceived as reflecting their personal identity and aspirations. In this context, a healthy lifestyle orientation not only influences attitudes but also strengthens trust evaluations of brands perceived as relevant to a healthy lifestyle. (Ary et al., 2019)

H2: Healthy lifestyle orientation has a positive and significant effect on consumer trust toward healthy instant food brands in Indonesia.

Simultaneous Effect of Green Product Attributes and Healthy Lifestyle Orientation on Consumer Trust

The formation of consumer trust in healthy instant food brands is influenced not only by product attributes or personal values separately, but by the simultaneous interaction of both within consumers' cognitive and affective evaluation processes. Green product attributes provide external signals, while a healthy lifestyle orientation forms the internal framework of consumer evaluation. When these two factors are present simultaneously, consumer trust in the brand will be stronger and more stable. (Lestari et al., 2020)

H3: Green product attributes and healthy lifestyle orientation simultaneously have a positive and significant effect on consumer trust toward healthy instant food brands in Indonesia.
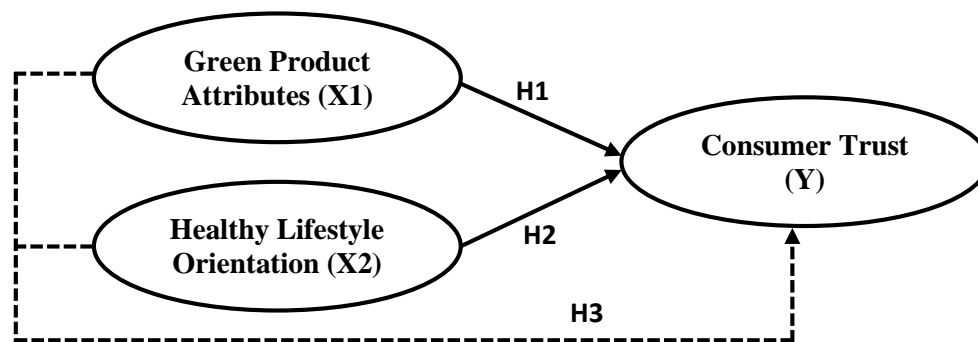
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Figure 2. Conceptual Framework of The Research

C. METHODOLOGY

This study adopts a quantitative research design with an explanatory approach to examine the causal relationships between green product attributes (X1) and healthy lifestyle orientation (X2) on consumer trust (Y) toward healthy instant food brands. A quantitative approach is considered appropriate because the objective of the study is to test theoretically derived hypotheses through statistical analysis and to generalize findings within a defined population. (Arifin et al., 2023)

The research employs a survey method as the primary data collection technique. Data were gathered using a structured questionnaire distributed to consumers who have experience purchasing or consuming healthy instant food brands. The use of a survey enables the systematic collection of standardized responses, allowing for objective measurement of perceptions related to product attributes, lifestyle orientation, and consumer trust.

The population of this study consists of consumers residing in East Java and Bali Provinces, Indonesia, two regions characterized by relatively high market exposure to healthy food products and growing awareness of sustainable consumption. A total of 193 respondents participated in the study. The sample size is considered adequate for regression-based analysis, particularly in exploratory and explanatory consumer behavior research. Respondents were selected based on the criteria that they are familiar with healthy instant food brands and have previously consumed such products.

Measurement of the research variables was conducted using a Likert scale ranging from 1 to 5, where 1 indicates *strongly disagree* and 5 indicates *strongly agree* (Riduwan, 2018). The Likert scale was chosen because it is widely used in behavioral and marketing research to capture attitudes, perceptions, and evaluative judgments in a reliable and interpretable manner. Green product attributes were measured through indicators reflecting environmental friendliness, natural ingredients, and sustainable packaging. Healthy lifestyle orientation was assessed based on respondents' attitudes and behaviors related to health-conscious consumption, while consumer trust was measured through perceptions of credibility, reliability, and confidence in the brand.

Prior to hypothesis testing, the quality of the measurement instrument was assessed through validity and reliability testing. Validity testing was conducted to ensure that each questionnaire item accurately measures the intended construct. This was achieved by examining the correlation between individual items and their corresponding construct scores. Items with correlation values exceeding the acceptable threshold were considered valid. Reliability testing was performed using Cronbach's Alpha to evaluate the internal consistency of the measurement items. A Cronbach's Alpha value greater than 0.70 indicates that the instrument is reliable and suitable for further analysis. (Creswell & Creswell, 2022)

To test the proposed hypotheses and examine both partial and simultaneous effects, this study employs multiple linear regression analysis. Regression analysis was used to determine the extent to

which green product attributes and healthy lifestyle orientation influence consumer trust toward healthy instant food brands. This technique allows for the evaluation of individual variable effects as well as their combined explanatory power within a single model. Statistical analysis was conducted using standard statistical software to ensure accuracy and reproducibility of results.

Overall, the methodological approach adopted in this study is designed to provide robust empirical evidence regarding the formation of consumer trust in the context of healthy instant food brands in Indonesia. By integrating validated measurement instruments and appropriate statistical techniques, the study aims to ensure the reliability, validity, and rigor required for publication in an international academic journal.

D. RESULTS AND DISCUSSION

Results

This section presents the results of data analysis obtained from 193 respondents in East Java and Bali to examine the influence of Green Product Attributes and Healthy Lifestyle Orientation on Consumer Trust toward Healthy Instant Food Brands. Data analysis was conducted in stages through validity tests, reliability tests, and multiple linear regression analysis to ensure the quality of the instruments and the accuracy of the research model.

Table 1. Validation Test Results with Pearson Correlation

Correlations

Item	Pearson Correlation	Sig. (2-tailed)	Keterangan
X1.1.1	.553	.000	Valid
X1.1.2	.493	.000	Valid
X1.1.3	.563	.000	Valid
X1.2.1	.661	.000	Valid
X1.2.2	.706	.000	Valid
X1.2.3	.708	.000	Valid
X1.3.1	.684	.003	Valid
X1.3.2	.623	.000	Valid
X1.3.3	.648	.000	Valid
X1.4.1	.717	.000	Valid
X1.4.2	.786	.000	Valid
X1.4.3	.648	.000	Valid
X2.1.1	.506	.000	Valid
X2.1.2	.530	.000	Valid
X2.2.1	.671	.000	Valid
X2.2.2	.653	.000	Valid
X2.3.1	.656	.000	Valid
X2.3.2	.663	.000	Valid
X2.4.1	.661	.000	Valid

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X2.4.2	.706	.000	Valid
X2.5.1	.821	.000	Valid
X2.5.2	.808	.000	Valid
Y1.1.1	.684	.003	Valid
Y1.1.2	.623	.000	Valid
Y1.2.1	.748	.000	Valid
Y1.2.2	.717	.000	Valid
Y1.3.1	.686	.000	Valid
Y1.3.2	.648	.000	Valid
Y1.4.1	.665	.000	Valid
Y1.4.2	.706	.000	Valid
Y1.5.1	.506	.003	Valid
Y1.5.2	.571	.000	Valid

Source: data processed by researchers using SPSS, (2025)

Instrument validity testing was conducted using Pearson Correlation to ensure that each statement item accurately represented the construct being measured. The validity test results, as presented in Table 1, show that all indicators in the Green Product Attributes (X1), Healthy Lifestyle Orientation (X2), and Consumer Trust (Y) variables had Pearson correlation coefficients above the threshold and were significant at the 2-tailed level of Sig. <0.05.

The Pearson Correlation values for the Green Product Attributes variable ranged from 0.493 to 0.863, indicating a strong relationship between each item and the total construct score. This demonstrates that the indicators used are valid in measuring consumer perceptions of environmentally friendly product attributes, including aspects of materials, production processes, and sustainable packaging.

For the Healthy Lifestyle Orientation variable, all items also showed significant correlations ranging from 0.530 to 0.863, confirming that these indicators validly represent respondents' healthy lifestyle orientations. Meanwhile, the Consumer Trust indicator has a Pearson Correlation value between 0.406 and 0.786, all of which are significant and meet validity criteria. Therefore, all statement items in this study are deemed valid and suitable for further analysis.

Table 2. Reliability Test Results

	Reliability Statistic		
	Cronbach's Alpha	N of Items	Keterangan
X1	0.915	12	Reliabel
X2	0.845	10	Reliabel
Y	0.845	10	Reliabel

Source: data processed by researchers using SPSS, (2025)

A reliability test was conducted to measure the internal consistency of the research instrument using Cronbach's Alpha. The reliability test results presented in Table 2 show that all research variables have Cronbach's Alpha values above the minimum limit of 0.70. The Green Product Attributes variable obtained a Cronbach's Alpha value of 0.915, indicating a very high level of reliability. The Healthy Lifestyle Orientation and Consumer Trust variables each had a Cronbach's

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Alpha value of 0.845, indicating a good level of reliability. These findings confirm that all indicators in this study have strong internal consistency and are able to measure the research constructs stably and reliably.

Table 3. Correlation Coefficient Output

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.927[a]	.886	.882	1.21952

a. Predictors: (Constant), Green Product Attributes, Healthy Lifestyle Orientation

b. Dependent Variable: Consumer Trust

Source: data processed by researchers using SPSS, (2025)

The results of the multiple linear regression analysis in Table 3 show a correlation coefficient (R) of 0.927, indicating a very strong relationship between Green Product Attributes and Healthy Lifestyle Orientation with Consumer Trust. The R Square value of 0.886 indicates that 88.6% of the variation in Consumer Trust can be explained simultaneously by both independent variables in the research model. The Adjusted R Square value of 0.882 indicates that the regression model has a high level of accuracy and does not experience overfitting, even though it has been adjusted for the number of independent variables. The remaining variation of 11.4% is explained by other factors outside the research model, such as price, consumption experience, or social influence. This high value of the coefficient of determination confirms that the research model has very strong explanatory power in explaining the formation of consumer trust in healthy instant food brands in East Java and Bali.

Table 4. Partial Hypothesis Testing (t-test Results)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.046	2.163		.516	.000
	Green Product Attributes	.223	.092	.305	2.302	.002
	Healthy Lifestyle Orientation	.672	.106	.666	5.946	.000

a. Dependent Variable: Consumer Trust

Source: data processed by researchers using SPSS, (2025)

Partial hypothesis testing was conducted using a t-test to determine the effect of each independent variable on Consumer Trust. The t-test results presented in Table 4 show that the Green Product Attributes (X1) variable has a regression coefficient value of 0.223, a t-count value of 2.302, and a significance level of 0.002. A significance value smaller than 0.05 indicates that Green Product Attributes have a positive and significant effect on Consumer Trust. Thus, Hypothesis 1 (H1) is accepted. Furthermore, the Healthy Lifestyle Orientation (X2) variable shows a regression coefficient value of 0.672, a t-count value of 5.946, and a significance level of 0.000. These results indicate that Healthy Lifestyle Orientation has a positive and very significant effect on Consumer Trust. Therefore, Hypothesis 2 (H2) is also accepted. Comparison of the regression coefficient and t-count values shows that Healthy Lifestyle Orientation has a more dominant influence than Green Product Attributes in forming Consumer Trust. These findings indicate that internal factors based on consumers' values and healthy lifestyle orientation play a stronger role than external factors based on product attributes.

Overall, the analysis results show that Green Product Attributes and Healthy Lifestyle Orientation simultaneously and partially have a significant effect on Consumer Trust, thus accepting Hypothesis 3 (H3). These findings confirm that the formation of consumer trust in healthy instant food brands in East Java and Bali is the result of a holistic evaluation that integrates perceptions of environmentally friendly product attributes and consumers' healthy lifestyle orientation.

Discussion

This study aims to analyze the role of Green Product Attributes and Healthy Lifestyle Orientation in shaping Consumer Trust toward Healthy Instant Food Brands in East Java and Bali. Based on the results of multiple linear regression analysis, the research findings indicate that both independent variables have a positive and significant influence, both partially and simultaneously, on consumer trust. These findings provide strong empirical support for the theoretical framework used and answer all research hypotheses.

1. **The Influence of Green Product Attributes on Consumer Trust**

    The results of the study indicate that Green Product Attributes have a positive and significant effect on Consumer Trust, thus Hypothesis 1 (H1) is accepted. This finding confirms that consumer perceptions of environmentally friendly product attributes play a significant role in building trust in healthy instant food brands.

    From a Signaling Theory perspective, environmentally friendly product attributes function as external signals sent by companies to reduce information asymmetry between producers and consumers. In the healthy instant food product category, consumers often cannot directly verify the quality of ingredients, production processes, or long-term health impacts. Therefore, attributes such as the use of natural ingredients, healthier production processes, and environmentally friendly packaging serve as credibility signals that help consumers evaluate the manufacturer's reliability and good intentions.

    The researchers found that trust is formed through perceptions of a company's competence, integrity, and consistency of actions. When green product claims conveyed by a brand align with actual consumption experiences and verifiable information, consumers tend to develop stronger and more stable trust. In the context of East Java and Bali, where awareness of health and environmental issues is relatively high, green product attributes are a crucial element in building the legitimacy of healthy instant food brands.

    The findings of this study are consistent with an empirical study by Yudawisastra, (2022), which confirmed that environmentally friendly product attributes play a significant role in building consumer trust. Research in the context of food and sustainable products, according to Tasmat et al., (2023), shows that the use of natural ingredients, safe production processes, and environmentally friendly packaging increases perceived brand credibility and reduces consumer uncertainty. In research on healthy food products, green product attributes are perceived as indicators of a company's good intentions, ultimately strengthening the trust relationship between consumers and brands.

    Furthermore, research by Wu & Tham, (2023) also found that consumers in developing countries tend to be more cautious about environmentally friendly claims due to the prevalence of greenwashing practices. Therefore, concrete and observable green product attributes are an important factor in building trust. The results of this study extend these findings by showing that, in the context of healthy instant food brands in East Java and Bali, environmentally friendly product attributes not only influence perceived quality but also directly shape consumer trust, a relational construct that underlies long-term brand relationships.

2. **Pengaruh Healthy Lifestyle Orientation terhadap Consumer Trust**

    The analysis results show that Healthy Lifestyle Orientation has a positive and significant influence on Consumer Trust, thus Hypothesis 2 (H2) is accepted. Furthermore, the larger regression coefficient and t-test values compared to Green Product Attributes indicate that healthy lifestyle orientation is a more dominant determinant in shaping consumer trust.

This finding strongly supports Value Congruence Theory, which states that consumer trust is formed when there is a congruence between individual and brand values. Consumers with a strong healthy lifestyle orientation tend to view healthy instant food brands as representing their values, beliefs, and self-identity. When a brand is perceived as aligning with consumers' healthy living principles, the emotional connection and trust in the brand are strengthened.

In the Indonesian context, particularly in East Java and Bali, the increasing public awareness of healthy eating post-pandemic, coupled with increased exposure to health information through digital media, reinforces the role of healthy lifestyle orientation as a key psychological factor in brand evaluation. Consumers are seeking not only functionally healthy products but also brands that symbolically reflect their commitment to long-term health and well-being.

The results of this study align with those of Octaviani et al., (2021), who emphasized the role of a healthy lifestyle orientation as a psychological determinant in the evaluation of healthy food and beverage brands. This is in line with the findings of Godlewska et al., (2023), who showed that consumers with a strong healthy lifestyle orientation tend to trust brands perceived as supporting their health goals. This orientation encourages consumers to conduct more in-depth brand evaluations, resulting in more reflective and value-based trust.

Furthermore, Putri et al., (2025) demonstrated that a healthy lifestyle orientation functions as a cognitive filter in assessing health and sustainability claims. Consumers with a healthy lifestyle orientation tend to have higher expectations of brands, but when these expectations are met, the level of trust formed is stronger than that of consumers with a low healthy lifestyle orientation. The findings of this study corroborate these results by demonstrating that in East Java and Bali, a healthy lifestyle orientation is a dominant factor in shaping consumer trust in healthy instant food brands.

3. **Pengaruh Simultan Green Product Attributes dan Healthy Lifestyle Orientation terhadap Consumer Trust**

The results of simultaneous testing indicate that Green Product Attributes and Healthy Lifestyle Orientation jointly have a significant effect on Consumer Trust, thus Hypothesis 3 (H3) is accepted. The high coefficient of determination indicates that both variables have very strong explanatory power in explaining variations in consumer trust levels.

This finding confirms that the formation of consumer trust in healthy instant food brands is the result of a holistic evaluation process, integrating external product-based factors and internal factors based on consumer values. Green product attributes provide objective signals regarding product quality, safety, and sustainability, while healthy lifestyle orientation forms the subjective framework consumers use to interpret these signals. The integration of these two factors aligns with the Trust Theory approach, which views trust as a relational construct built through the interaction between the characteristics of the object (brand/product) and the characteristics of the subject (consumer). When environmentally friendly product attributes are perceived as consistent with consumers' healthy lifestyle orientation, the trust formed tends to be stronger, more stable, and potentially sustainable in the long term.

Theoretically, this study makes an important contribution by positioning Consumer Trust as a central construct, rather than simply a consequential variable of purchasing behavior. The integration of Signaling Theory, Trust Theory, and Value Congruence Theory into a single empirical model provides a more comprehensive understanding of the mechanisms of consumer trust formation in the context of healthy instant food in developing countries. The findings of this study also extend the sustainable marketing literature by demonstrating that consumer trust is shaped not only by the objective quality of the product but also by the congruence of values between the consumer and the brand. Thus, this study enriches the theoretical perspective on the relationship between green marketing, healthy lifestyles, and consumer trust.

The findings regarding the simultaneous influence of green product attributes and a healthy lifestyle orientation on consumer trust align with research by Risal et al., (2022), which

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emphasizes the importance of integrating product and consumer factors in building trust. An empirical study by Supriadi et al., (2024) shows that consumer trust is optimally formed when the product's objective quality is supported by a congruence with the consumer's personal values. In the context of healthy food products, the combination of credible product attributes and a consumer's healthy lifestyle orientation creates a more comprehensive and positive brand evaluation.

Furthermore, relevant research by Putra & Keni, (2020) also confirms that a simultaneous model is more capable of explaining trust formation than a partial approach. When consumers with a healthy lifestyle orientation are confronted with products with strong green product attributes, the synergistic effect of these two factors results in higher and more stable levels of trust. These research findings enrich the literature by providing empirical evidence that this mechanism also applies to healthy instant food brands in Indonesia, particularly in East Java and Bali, thus strengthening the external validity of previous findings.

E. CONCLUSION

This study provides empirical evidence that green product attributes and healthy lifestyle orientation are key determinants in shaping consumer trust toward healthy instant food brands in East Java and Bali. The analysis shows that both variables have a positive and significant influence, both partially and simultaneously, on consumer trust levels. This finding confirms that consumer trust in the context of healthy instant food is built not only through the product's functional attributes, but also through the congruence between brand values and consumers' healthy lifestyle orientations. By integrating Signaling Theory, Trust Theory, and Value Congruence Theory, this study enriches the sustainable marketing literature by positioning consumer trust as a central construct in explaining the relationship between environmentally friendly product attributes, healthy lifestyle orientations, and consumer evaluative behavior in developing countries.

From a practical perspective, the findings of this study imply that healthy instant food industry players need to develop marketing strategies that not only emphasize environmentally friendly claims but also ensure the consistency and credibility of the product attributes offered. Companies are advised to strengthen the communication of health and sustainability values that align with consumers' lifestyle orientations, particularly through transparency of information on ingredients, production processes, and long-term health impacts. However, this study has limitations, including a relatively limited sample size and a focus on East Java and Bali. Therefore, generalizing the findings to other regional contexts requires caution. Future research is recommended to expand the geographic scope, add other variables such as brand image or perceived risk, and use more diverse methodological approaches to gain a more comprehensive understanding of the formation of consumer trust in healthy food products.

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