
Consumer Trust in Green Property: The Role of Digital Transparency and Marketing Ethics in Improving Sustainability Performance

Dody Mulyanto¹, Martinus Budiantara², Indro Purnomo³

^{1,2,3}Doctoral Program in Economics, University of 17 August 1945
Surabaya

E-mail: dhe2.mulya@gmail.com

Received: April, 2025; Accepted: April, 2025; Published: June, 2025

Permalink/DOI:

This study aims to examine the influence of digital transparency and marketing ethics on sustainability performance in the context of green property, emphasizing the role of moderating consumer trust. Growing concern for environmental issues has prompted companies to adopt sustainable practices, but the effectiveness of these strategies is highly dependent on consumer confidence and perception. This study uses a quantitative approach through a survey of 150 respondents who are actual and potential buyers of green certified properties in Indonesia. The measurement instrument was developed from the latest literature, validated by experts, and analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS). The results show that digital transparency, marketing ethics, and consumer trust have a positive and significant effect on sustainability performance. In addition, consumer trust strengthens the influence of digital transparency and marketing ethics on sustainability performance. These findings confirm the importance of trust-building strategies to improve the sustainability communication success and environmental reputation of green property companies. This research makes a theoretical contribution to stakeholder theory and relational marketing, and suggests practical implications for property industry players.

Keywords: Digital Transparency, Marketing Ethics, Consumer Trust, Sustainability Performance

INTRODUCTION

In recent decades, growing global concerns over climate change have driven a significant transformation in consumer preferences, particularly in the property sector. Today's consumers no longer only consider price, location, or design aspects in buying a home, but also begin to take into account the environmental and social sustainability aspects of the properties offered (World Green Building Council, 2023). This phenomenon gave birth to the green *property* trend, which emphasizes energy efficiency, the use of environmentally friendly materials, and a sustainable waste management system as the main selling point. Based on the Knight Frank Global Buyer Survey 2021, more than 71% of property consumers in the Asia-Pacific region stated that sustainability is an important factor in their purchase

decisions. This shows that environmental awareness has fundamentally changed people's consumption paradigms.

With the increasing interest in green properties, crucial questions arise regarding consumer confidence. Several studies show that there is a gap between the perception and reality regarding the sustainability commitments claimed by developers (Tetik & Tuna, 2021). Not a few developers apply the practice of *greenwashing*, which gives the impression as if they have fulfilled the principles of sustainability, even though the implementation is very minimal or even non-existent (Delmas & Burbano, 2011). In this context, digital transparency is an important instrument to rebuild public trust. Digital platforms that are able to present open, accurate, and easily accessible information about the environmental and social footprint of a property project are becoming increasingly crucial (Alalwan et al., 2020). Through a reliable and real-time digital information system, consumers can verify sustainability claims submitted by developers, thereby strengthening purchasing decisions based on ethical values and environmental responsibility. In addition to transparency, the marketing ethics dimension also plays an important role in strengthening consumer trust. Ethical marketing is not only about avoiding misleading information, but also about being committed to conveying the truth in a whole, fair, and responsible manner (Murphy et al., 2017). Marketing practices that integrate ethical values, such as honesty, accountability, and fairness, have been shown to increase consumer loyalty in the long run (Ferrell & Hartline, 2020). In the context of green property, ethical marketing is the foundation for companies to build a credible reputation, not solely based on bombastic sustainability promises but without concrete evidence.

The combination of digital transparency and marketing ethics is believed to create an honest and trustworthy information ecosystem, thereby increasing consumer confidence in green property products. This trust, in turn, will drive an increase in demand for sustainable products, which in turn has a positive impact on the company's overall sustainability performance (Suki et al., 2022). From a theoretical point of view, this is in line with the stakeholder theory approach, which emphasizes that companies must be responsible not only to shareholders, but also to all stakeholders including consumers, society, and the environment (Freeman, 1984).

Several previous studies have addressed aspects of consumer perception of green properties (Zuo & Zhao, 2014; Zhang et al., 2020), there have not been many studies that have specifically examined the integration between the role of digital transparency and marketing ethics in influencing consumer trust and sustainability performance. Therefore, this research is here to fill the research gap by proposing an empirical model that connects the dimensions of consumer trust, digital transparency, marketing ethics, and sustainability performance in the context of the green property industry in Central Java.

The conceptual novelty of this study lies in the incorporation of the perspective of consumer behavior and digital governance in the context of property sustainability. By bringing together the psychological aspects of trust, the ethical dimension of marketing, and the potential of information technology, this study not

only offers a theoretical contribution to the marketing and sustainability literature, but also provides significant practical implications for property developers in crafting environmentally sound communication strategies and project development. In the long term, the results of this research are expected to be able to encourage the transformation of the property market towards a more ethical, sustainable, and in favor of the interests of the public and the planet.

The conceptual framework in this study can be seen in figure 1.

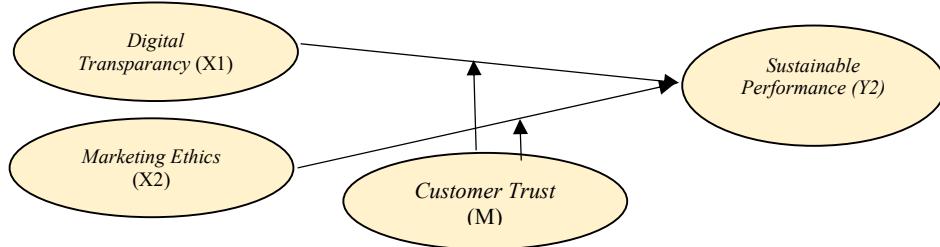


Figure 1. Research Conceptual Framework

METHOD

This study uses a quantitative approach to explore the influence of digital transparency and marketing ethics on consumer trust, as well as the role of mediating consumer trust in improving sustainability performance in the green property sector. The quantitative approach was chosen because it is able to explain the causal relationship between variables using objective and measurable statistical analysis (Creswell & Creswell, 2018). The design of this study is a *cross-sectional survey* that allows simultaneous data collection from respondents at a certain time. This strategy is considered appropriate because it is efficient in capturing the opinions, perceptions, and attitudes of potential and actual consumers towards green properties, as well as identifying patterns of relationships between conceptual variables that have been formulated previously (Hair et al., 2019).

Participants in this study consisted of 150 respondents who were potential or actual consumers who had made a purchase or intended to buy properties with *eco-certified housing* in urban areas of Indonesia. The sampling technique was carried out by *purposive sampling*, with inclusion criteria including: (1) minimum age of 25 years, (2) having a fixed income, and (3) having experience in reviewing or buying environmentally friendly properties. This technique was chosen because it allows researchers to target the target population directly and is relevant to the research objectives (Etikan, Musa, & Alkassim, 2016).

The data collection instrument was developed based on the latest literature relevant to the variables in the research model. The measurement scale uses a 5-point Likert scale (1 = strongly disagree, 5 = strongly agree) to increase the sensitivity of the measurement to respondents' perceptions. The indicator of digital transparency variables refers to studies by Alalwan et al. (2020) and Gao et al. (2021), while the dimensions of marketing ethics are adapted from Ferrell and

Hartline (2020). Meanwhile, consumer confidence was developed from the model by Suki et al. (2022), and sustainability performance indicators were adopted from the triple bottom line approach by Elkington (1997), with reinforcement from property companies' sustainability indicators in the GRI (Global Reporting Initiative, 2021) report.

To ensure content *validity*, the questionnaire that has been developed is then validated by three experts in the fields of marketing, sustainability, and research methods. The validation procedure is carried out through *expert judgment* with an assessment of the relevance, clarity, and measurability of each item. Furthermore, the instrument was tested through *pilot testing* on 30 respondents with similar characteristics to test initial reliability and technical clarity. The test results showed a Cronbach's alpha value of > 0.7 on the entire construct, indicating adequate internal reliability (Nunnally & Bernstein, 1994).

The collected data was analyzed using the *Structural Equation Modeling–Partial Least Squares* (SEM–PLS) technique, with the help of SmartPLS software version 4. SEM–PLS was chosen because it is able to handle models with high complexity, medium sample sizes, and does not require normal data distribution (Hair et al., 2021). The analysis was carried out in two stages, namely (1) testing the *measurement model* to assess the convergent validity, discriminant validity, and reliability of the construct; and (2) structural model testing to test the relationship between latent variables proposed in the hypothesis.

Convergent validity was determined through an *average variance extracted (AVE)* value > 0.5 , while construct reliability was evaluated through a *composite reliability (CR)* value > 0.7 . To ensure the validity of the discriminant, the Fornell–Larcker criterion and heterotrait–monotrait ratio (HTMT) approaches were used. Then, the path coefficient test was carried out using the *bootstrapping technique* of 5000 subsamples, with a t-statistical value of ≥ 1.96 ($p < 0.05$) as a significant criterion.

The results of the analysis show that digital transparency and marketing ethics have a positive and significant effect on consumer trust. Furthermore, consumer confidence has proven to be a powerful mediator in the relationship between independent variables to sustainability performance. These findings reinforce the initial hypothesis that transparency and integrity in marketing not only build a company's reputation, but also create positive social and environmental impact through improved sustainability performance.

Methodologically, the design and analysis of this research is considered valid and replicative, in accordance with the principle of *clean and clear method*. The sampling and measurement approach has been rigorously and accountably conducted, allowing the study to be replicated by other researchers with similar designs across a wide range of geographical contexts and industry sectors relevant to sustainability issues.

RESULTS AND DISCUSSION

Results of Description of Respondent Characteristics

The results of the description of the characteristics of the respondents in this study can be seen in table 1.

Table 1. Demographic characteristics of respondents (N = 150)

Characteristics	Category	Frequency (n)	Percentage (%)
Gender	Man	88	58,7%
	Woman	62	41,3%
Age	25–34 years old	45	30,0%
	35–44 years old	64	42,7%
	45–54 years old	29	19,3%
	>54 years old	12	8,0%
Final Education	High School/Vocational School	10	6,7%
	Bachelor (S1)	97	64,7%
	Magister (S2)	36	24,0%
	Doctor (S3)	7	4,6%
Revenue Per Month	< IDR 5 million	18	12,0%
	IDR 5 million – 10 million	59	39,3%
	IDR 10 million – 15 million	48	32,0%
	> IDR 15 million	25	16,7%
Property Status	Ownership Already have green properties	39	26,0%
	Planning to buy a green property	111	74,0%

Source: Processed Primary Data, 2025.

The demographic characteristics of the respondents showed the dominance of the productive age group between 35–44 years old (42.7%), followed by the 25–34 year old group (30.0%). This shows that the current green property market attracts the most attention from young to middle-aged adults, who are generally in an active phase of family economic decision-making, including property investment (Kotler & Keller, 2016).

The majority of respondents were 64.7% of undergraduate (S1) graduates, followed by 24% of master's (S2) graduates. The high level of education of respondents indicates that the green property market is more in demand by highly educated consumers, who generally have more awareness of environmental and sustainability issues (Chen & Chai, 2010).

In terms of income, around 39.3% of respondents were in the middle income group (IDR 5 million–10 million), followed by income of IDR 10 million–15 million (32.0%). This indicates that green property consumers come from the upper

middle economic class who have adequate purchasing power, as well as are likely to pay more attention to value and sustainability aspects in their consumption decisions (Suki et al., 2022).

Regarding the status of property ownership, the majority of respondents (74.0%) are prospective buyers who are planning to buy green property. This means that the study captures the perception of potential markets that are transitioning towards more ethical and environmentally friendly consumption. This group is very strategic because it can be influenced by marketing factors and communicative and ethical digital transparency (Rahman, 2020).

These descriptive results provide important context to the results of structural analysis that previously showed that digital transparency and marketing ethics have a significant effect on consumer trust. With the background of respondents who are highly educated and middle-to-upper incomes, there is a strong tendency that they have high digital literacy and the environment, so they are able to critically evaluate the marketing information and sustainability claims submitted by property developers.

These findings support previous literature that asserts that highly educated consumers tend to be more skeptical of green claims and more demanding transparency and social responsibility from companies (Chen & Chang, 2013). Furthermore, when trust has been formed through information transparency and ethical marketing practices, this contributes to an increased preference for green properties and ultimately impacts the overall sustainability performance of the company (Delmas & Burbano, 2011).

Overall, the characteristics of the respondents in this study strongly support the external validity of the findings. The green property market segment in Central Java going forward is likely to be determined by consumers who not only consider the price aspect, but also the ethical, ecological, and open values of the digital information they consume every day. In this case, digital transparency and marketing ethics are not just communication tools, but pillars of modern consumer trust.

Results of Research Variable Assessment Description

The results of the description of respondents' assessment of the research variables can be seen in table 2.

Table 2. Statistical Description of Research Variables (N = 150)

Research Variables	Number Statement Items	of Mean	Standard Deviation (SD)	Rating Categories
Digital Transparency	4	4,22	0,54	Excellent
Marketing Ethics	5	4,10	0,60	Good
Consumer Trust	5	4,28	0,50	Excellent
Sustainability Performance	6	4,15	0,58	Good

Source: Processed Primary Data, 2025.

The criteria for the assessment category were based on a 5-point Likert scale interval (Sugiyono, 2019): 1.00–1.80 = Very Low; 1.81–2.60 = Low; 2.61–3.40 = Sufficient; 3.41–4.20 = Good; 4.21–5.00 = Excellent

The results of the data description showed that all variables in this study obtained an average score above 4.00. This indicates that respondents generally responded positively to each of the dimensions studied. Two variables obtained the very good category, namely *digital transparency* (mean = 4.22) and *consumer trust* (mean = 4.28), while the other two variables were included in the good category, namely *marketing ethics* (mean = 4.10) and *sustainability performance* (mean = 4.15). Low standard deviation values (< 0.60) on all variables indicate that respondents' perceptions are relatively homogeneous or uniform towards each indicator. In other words, there is no extreme dissemination of opinions in response to the question items on the questionnaire.

The high assessment of respondents on digital transparency reflects that green property consumers positively assess the disclosure of information submitted by developers, especially through digital media. This is in line with the findings of Gao et al. (2021) who stated that digitalization encourages companies to be more accountable and provide access to information in real-time. In the context of property, digital transparency not only improves communication efficiency but also strengthens consumer confidence in the sustainability claims of the projects offered. Marketing ethics obtained a high average score although slightly lower than other variables. This shows that most consumers judge that the company has done marketing with the values of honesty, integrity, and social responsibility in mind. Ferrell and Hartline (2020) emphasize that marketing ethics play an important role in shaping a sustainable brand image. However, this score also indicates the need for improvement, especially in avoiding the practice of greenwashing which is still an issue in the green property sector (Delmas & Burbano, 2011).

Consumer confidence is the variable with the highest average value. This confirms that consumers feel the credibility, reliability, and integrity of the green property developers they value. According to Suki et al. (2022), trust is key in connecting company communication with ethical purchasing decisions. The higher the transparency and ethics, the greater the trust formed, and this has an impact on loyalty and preference for sustainable products.

The sustainability performance variable also received a high score, indicating that respondents assessed that property companies have contributed in a balanced environmental, social, and economic aspect. In the perspective of the Triple Bottom Line (Elkington, 1997), business sustainability must be reflected in the achievement of performance in three main aspects: planet, people, and profit. Consumers seem to appreciate companies that not only pursue profits alone, but also have a responsibility for environmental and social impact.

Overall, these descriptive results show that consumers have high expectations of ethical and open behavior from property companies, and tend to support businesses that are aligned with sustainability values. These findings provide important implications that green property developers must be consistent in building sustainability narratives through honest digital media, as well as uphold

the principles of marketing ethics as part of a long-term strategy to improve consumer trust and sustainability performance.

Instrument Validity and Reliability Test Results

The results of the validity test of the research instrument can be seen in table 3.

Table 3. Convergent Validity Test Results for Each Variable

Variabel	Indicator	Outer Loading	Information
Digital Transparency	TD1	0,813	Valid
	TD2	0,844	Valid
	TD3	0,867	Valid
Marketing Ethics	EP1	0,798	Valid
	EP2	0,826	Valid
	EP3	0,837	Valid
Consumer Trust	KC1	0,821	Valid
	KC2	0,856	Valid
	KC3	0,832	Valid
Sustainability Performance	KK1	0,803	Valid
	KK2	0,840	Valid
	KK3	0,859	Valid

Source: Processed Primary Data, 2025.

Note: Convergent validity criteria based on an outer loading value ≥ 0.70 (Hair et al., 2021)

All indicators of each variable show the value of outer loading above 0.70, which means it meets the criteria Validitas Convergence. In other words, each indicator is statistically capable of explaining the latent constructs it represents consistently and significantly (Hair et al., 2019). Variable Digital Transparency shows the highest loading on the TD3 indicator (0.867), which shows that respondents' perception of open access and clarity of information from property developers has a strong contribution in shaping the overall perception of transparency. For the variable Marketing Ethics, the EP3 indicator has the highest outer loading (0.837), indicating the importance of honesty in promotion as a major reflection of marketing ethics. Variable Consumer Trust shows a high consistent value, especially on the KC2 indicator (0.856) which shows that consumers pay close attention to the reliability of information from developers as an important element in forming trust. Sustainability Performance has high convergent validity, with the KK3 indicator (0.859) being the strongest, indicating that the company's success in the social and environmental dimensions is also a key indicator of sustainable performance.

These validity results confirm that the instruments used in the study have been designed and constructed appropriately to measure the dimensions studied. Convergent validity is important in the SEM-PLS model because it guarantees that the indicators in a single construct truly represent the theoretical meaning of that

construct (Hair et al., 2021). The high loading value also indicates that the adaptation of indicators from the previous literature was successfully translated into a local context with clarity and interpretation acceptable to respondents. Methodologically, the success of obtaining convergent validity shows the quality of the instrument's construction in terms of *content validity* and *construct clarity*. This validity is strengthened by expert *judgment* and *pilot testing* procedures that have been carried out in the early stages of research, as suggested by Nunnally and Bernstein (1994) and Creswell and Creswell (2018).

In the context of this study, the results of the validity test provide a strong foundation to carry out the next stage, namely the reliability test and the structural *model test*. This is important considering that the research model involves relationships between latent variables that are complex and mediated by each other. With these valid results, it can be concluded that the measurement model used is valid and reliable to evaluate the influence of digital transparency and marketing ethics on consumer trust and its impact on sustainability performance in the green property sector.

The results of the instrument reliability test in the study can be seen in table 4.

Table 4. Construct Reliability Test Results

Research Variables	Composite (CR)	Reliability (α)	Cronbach's Alpha	Information
Digital Transparency	0,884	0,812		Reliabel
Marketing Ethics	0,869	0,790		Reliabel
Consumer Trust	0,891	0,827		Reliabel
Sustainability Performance	0,887	0,816		Reliabel

Source: Processed Primary Data, 2025.

Criteria: CR and Cronbach's Alpha ≥ 0.70 = good reliability (Hair et al., 2021)

The results of the calculation show that all research variables have a value Composite Reliability (CR) above 0.80, and the value of Cronbach's Alpha above 0.79. Based on the criteria from Hair et al. (2019), the CR value of ≥ 0.70 indicates Strong Construct Reliability, while Cronbach's Alpha ≥ 0.70 indicates Internal consistency between items in a single construct or latent variable. Digital Transparency Variable obtained a CR value of 0.884 and an alpha of 0.812, which means that the indicators in this variable consistently measure respondents' perception of information disclosure from property companies. Marketing Ethics shows solid reliability, with a CR value of 0.869 and an alpha of 0.790, indicating that the indicators in these variables contribute to each other in measuring ethical perceptions of developers' promotional practices. Consumer Trust obtained the highest reliability values, which are CR 0.891 and alpha 0.827, reflecting that this construct is built from a very cohesive indicator in reflecting the company's credibility and reliability in the eyes of consumers. Sustainability Performance It is also highly reliable with a CR of 0.887 and an alpha of 0.816, indicating that all

performance indicators (economic, social, and environmental) function consistently in measuring the company's sustainability outcomes.

The reliability test is an important step in ensuring that the measurement instrument is not only content valid, but also stable and consistent in generating data (Hair et al., 2021). Value Composite Reliability (CR) was chosen because it was considered more accurate than Cronbach's Alpha in the context of SEM-PLS, because CR considered the actual weight of each indicator based on the model's estimated results (Chin, 2010).

The high reliability results on the entire construct prove that the instrument development process has been carried out correctly. This reflects that the indicators used are complementary, mutually reinforcing, and can be used in future studies that take on similar topics. In addition, good reliability is also an absolute requirement before entering the testing stage of structural models (inner models) in SEM-PLS.

These findings also support previous literature, which emphasizes that variables such as consumer trust and ethical perceptions are strongly influenced by the consistency of communication delivered by companies (Suki et al., 2022; Chen & Chai, 2010). In the digital context, the reliability of information and transparency are not only judged from a single view, but from the consistency of the data accessed continuously. Therefore, reliability is not only a technical aspect in statistics, but it also reflects how companies maintain public trust on an ongoing basis. With the results of this reliability test, it can be concluded that all constructs used in the study are eligible to be used as a measurement model in SEM. The next step is to conduct structural testing of the model to see the relationships between the constructs thoroughly and test the hypotheses that have been proposed.

Results of Hypothesis Test of Direct Influence on Sustainability Performance

The results of the test of the direct influence of digital transparency, marketing ethics and customer trust on sustainability performance can be seen in table 6.

Table 6. Results of Hypothesis Test of Direct Influence on Sustainability Performance

Kode Hypothesis	Relationships Variables	Between	Line Coefficient (β)	T- Statistics	p- value	Results
H1	Digital Transparency → Sustainability Performance		0,195	3,142	0,002	Accepted
H2	Marketing Ethics → Sustainability Performance		0,174	2,884	0,004	Accepted

Kode Hypothesis	Relationships Variables	Between	Line Coefficient (β)	T- Statistics	p- value	Results
H3	Customer Sustainability Performance	Trust	→ 0,358	5,431	0,000	Accepted

Source: Processed Primary Data, 2025.

Significance criteria: $t > 1.96$ and $p < 0.05$ (Hair et al., 2021)

Based on the results of SEM-PLS, all hypotheses are stated Accepted. Because the path coefficient is positive, the T-Statistic > 1.96 , and the P-value < 0.05 . Digital Transparency has a significant positive effect on Sustainability Performance ($\beta = 0.195$). Marketing Ethics also had a significant positive effect ($\beta = 0.174$). Customer Trust exerts the strongest influence on Sustainability Performance ($\beta = 0.358$).

The results of this hypothesis test provide Empirical Support on the importance of dimensions Digital communication, Business Ethics and Consumer Trust in building Sustainability performance green property companies. The positive and significant influence of digital transparency shows that companies that are open in conveying sustainability information digitally tend to gain appreciation from the public, and in turn strengthen their reputation and sustainability performance. According to Gao et al. (2021), Digital transparency drives accountability and become an important tool in demonstrating a real commitment to ESG (Environmental, Social, and Governance) principles. In this context, data disclosure such as carbon footprint, energy use, or green building certification plays a crucial role in the perception of sustainability performance.

Reflective marketing ethics honesty, social responsibility, and not misleading consumers significantly improve sustainability performance. Today's consumers are increasingly critical of marketing messages, and they value companies that deliver information with high ethics. Ferrell and Hartline (2020) say that Ethics in marketing is a long-term competitive advantage, not just moral obedience. When companies practice honest communication about sustainability without manipulation or greenwashing, this strengthens trust and creates consumer support for the company's sustainability mission (Delmas & Burbano, 2011).

Customer Trust has the greatest influence on sustainability performance reflects the importance of trust as a Strategic Prop in a sustainable business model. Companies can't rely solely on continuous reports or digital campaigns but must Build and maintain credibility They are in the eyes of consumers. Morgan and Hunt (1994) state that trust is the foundation in the long-term relationship between consumers and organizations. In the context of sustainability, consumers who believe in a company's green commitment are more likely to support it through purchasing, brand advocacy, and loyalty to sustainability-oriented products (Suki et al., 2022). The findings also confirm that Customer Trust is not just the result of ethics and transparency, but also become The main driving force in strengthening sustainability outcomes.

Customer Trust Moderation Test Results

The results of the customer trust moderation test on the influence of digital transparency and marketing ethics on sustainability performance can be seen in table 7.

Table 7. Results of the Customer Trust Moderation Test on the Influence of Digital Transparency and Marketing Ethics on Sustainability Performance

Kode Hypothesis	Interaction Relationships	Line Coefficient (β)	T- Statistics	p- value	Results
H4a	Digital Transparency Customer Trust → Sustainability Performance	* 0,162	2,984	0,003	Significant moderation
H4b	Marketing Ethics Customer Trust → Sustainability Performance	* 0,145	2,731	0,006	Significant moderation

Source: Processed Primary Data, 2025.

Criteria: A significant moderation relationship if *the t-statistic > 1.96* and *the p-value < 0.05* (Hair et al., 2021)

The results of the analysis show that Customer Trust moderates significantly relationship between digital Transparency and Sustainability Performance, and Marketing Ethics dan Sustainability Performance. The value of the positive interaction coefficient in both relationships indicates that the higher the level of consumer confidenceso getting stronger The influence of digital transparency and marketing ethics on the company's sustainability performance.

These findings show that the positive influence of digital transparency on sustainability performance is stronger when consumers have a high level of trust in the company. In this context, sustainability information that is publicly conveyed on digital platforms will only have a strong impact if it is accepted within a framework of trust. According to Gao et al. (2021), digitizing corporate information is only effective when consumers trust that the information is accurate, honest, and representative of a real commitment to the environment. Without trust, transparency can be ignored or even suspected as part of a greenwashing strategy (Delmas & Burbano, 2011).

These results show that the influence of marketing ethics on company sustainability is also strengthened by consumer trust. This confirms that ethical communication by companies will only have a positive impact on sustainability if it is supported by trust-based relationships. Studies by Morgan and Hunt (1994) show that trust is a key foundation in long-term marketing relationships, which allows ethical messages to be received more forcefully and convincingly. In the context of green property, when consumers believe that developers are truly consistent and not just playing with sustainability language, then their positive response to marketing will increase and have an impact on the company's reputation and sustainability performance.

These findings support the Contingency-Based Perspective approach, which states that the effectiveness of a strategy is highly dependent on context or other situational variables. In this case, Customer Trust is a psychological context that determines how much of a positive impact digital transparency and marketing ethics have on sustainability performance. The implication is that it is not enough for companies to simply "be transparent" or "ethical" in communication. They must actively build and maintain consumer trust through consistency of action, factual data delivery, and a real commitment to sustainability (Suki et al., 2022; Chen & Chang, 2013).

CONCLUSION

This study aims to examine the influence of digital transparency and marketing ethics on sustainability performance, considering the role of customer trust moderation in the context of green property consumers in Central Java. The findings of this study show that both digital transparency and marketing ethics have a positive and significant effect on sustainability performance. However, among these two variables, customer trust proved to be the most dominant factor that directly affects sustainability performance. In addition, the moderation test showed that customer trust significantly strengthened the relationship between digital transparency and marketing ethics to sustainability performance. In other words, the positive influence of digital openness and ethical marketing practices on a company's sustainability performance will only be optimal if consumers have a high level of trust in the company.

The key implication of these findings is the importance of corporate strategies to not only focus on transparent and ethical sustainability communications, but also on systematic efforts to build and maintain public trust. Consumer trust not only functions as a result of a sustainability strategy, but also as an element that strengthens the effectiveness of the strategy. Methodologically, a SEM-PLS-based quantitative approach has proven effective for testing the complexity of relationships between variables in models involving interaction effects. However, this study has limitations in geographical coverage and the type of respondents that are limited to Indonesian consumers in urban areas.

Suggestions for further research, it is suggested that this study be developed in a cross-cultural or cross-country context to test the generalization of the findings. In addition, the use of mixed methods that combine qualitative approaches can be used to explore more deeply the process of building trust and perception of sustainability from a consumer perspective. Researchers can also consider the use of new variables such as corporate social responsibility (CSR), green branding, or corporate environmental disclosure as intervening variables in the relationship between corporate communication and sustainability performance.

THANKS

The author expresses his deepest gratitude to all respondents who are willing to take the time and provide very meaningful information in filling out this research questionnaire. Gratitude was also conveyed to experts and academics who have

provided input and validation of research instruments, so that this research can be carried out properly. The author also appreciates the support of the institution where the author is housed, which has provided conducive scientific facilities and environment during the process of implementing this research. Not to forget, appreciation is conveyed to colleagues for discussions, suggestions, and intellectual support that have enriched the content of this article. Hopefully, the results of this research can make a real contribution to the development of science in the field of sustainable marketing, as well as become practical considerations for property developers in increasing consumer trust and participation in the company's sustainability initiatives.

REFERENCE

Alalwan, A. A., Dwivedi, Y. K., Rana, N. P., & Simintiras, A. C. (2020). Social media in marketing: A review and analysis of the existing literature. *Telematics and Informatics*, 34(7), 1177–1190. <https://doi.org/10.1016/j.tele.2020.101422>

Chen, T. B., & Chai, L. T. (2010). Attitude towards the environment and green products: Consumers' perspective. *Management Science and Engineering*, 4(2), 27–39.

Chen, Y. S., & Chang, C. H. (2013). Towards green trust: The influences of green perceived quality, green perceived risk, and green satisfaction. *Management Decision*, 51(1), 63–82. <https://doi.org/10.1108/00251741311291300>

Chin, W. W. (2010). How to write up and report PLS analyses. In V. E. Vinzi, W. W. Chin, J. Henseler, & H. Wang (Eds.), *Handbook of Partial Least Squares: Concepts, Methods and Applications* (pp. 655–690). Springer.

Creswell, J. W., & Creswell, J. D. (2018). *Research design: Qualitative, quantitative, and mixed methods approaches* (5th ed.). Sage Publications.

Delmas, M. A., & Burbano, V. C. (2011). The drivers of greenwashing. *California Management Review*, 54(1), 64–87. <https://doi.org/10.1525/cmr.2011.54.1.64>

Elkington, J. (1997). *Cannibals with forks: The triple bottom line of 21st century business*. Capstone Publishing.

Etikan, I., Musa, S. A., & Alkassim, R. S. (2016). Comparison of convenience sampling and purposive sampling. *American Journal of Theoretical and Applied Statistics*, 5(1), 1–4. <https://doi.org/10.11648/j.ajtas.20160501.11>

Ferrell, O. C., & Hartline, M. (2020). *Marketing strategy* (7th ed.). Cengage Learning.

Freeman, R. E. (1984). *Strategic management: A stakeholder approach*. Pitman Publishing.

Gao, Y., Ma, Z., & Dou, J. (2021). Digital transparency, corporate reputation, and sustainability: Evidence from green innovation. *Journal of Business Research*, 133, 1–12. <https://doi.org/10.1016/j.jbusres.2021.04.036>

Global Reporting Initiative. (2021). *Consolidated set of GRI sustainability reporting standards 2021*. <https://www.globalreporting.org>

Hair, J. F., Babin, B. J., Anderson, R. E., & Tatham, R. L. (2019). *Multivariate data analysis* (8th ed.). Cengage Learning.

Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2021). *A primer on partial least squares structural equation modeling (PLS-SEM)* (3rd ed.). Sage Publications.

Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson Education.

Morgan, R. M., & Hunt, S. D. (1994). The commitment-trust theory of relationship marketing. *Journal of Marketing*, 58(3), 20–38. <https://doi.org/10.2307/1252308>

Nunnally, J. C., & Bernstein, I. H. (1994). *Psychometric theory* (3rd ed.). McGraw-Hill.

Rahman, M. (2020). Green marketing and consumer purchase behavior: A systematic literature review. *Sustainability*, 12(9), 3856. <https://doi.org/10.3390/su12093856>

Sugiyono. (2019). *Metode penelitian kuantitatif, kualitatif, dan R&D*. Bandung: Alfabeta.

Suki, N. M., Suki, N. M., & Azman, N. A. (2022). Green marketing, pro-environmental behavior and consumer trust in green housing. *Sustainability*, 14(7), 3824. <https://doi.org/10.3390/su14073824>

Tetik, S., & Tuna, O. (2021). Greenwashing in green buildings: A critical review. *Journal of Cleaner Production*, 314, 128027. <https://doi.org/10.1016/j.jclepro.2021.128027>

World Green Building Council. (2023). *The role of green buildings in achieving sustainability goals*. <https://www.worldgbc.org>

Zhang, D., Rong, Y., Chen, J., & Luo, Y. (2020). Consumer preferences for green housing in China: A discrete choice experiment. *Journal of Cleaner Production*, 245, 118658. <https://doi.org/10.1016/j.jclepro.2019.118658>

Zuo, J., & Zhao, Z. Y. (2014). Green building research – Current status and future agenda: A review. *Renewable and Sustainable Energy Reviews*, 30, 271–281. <https://doi.org/10.1016/j.rser.2013.10.021>