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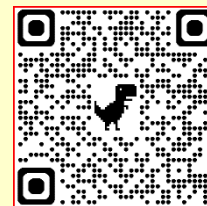
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THE ROLE OF CORPORATE SOCIAL RESPONSIBILITY AND GREEN TRUST ON STAKEHOLDER TRUST IN THE INFORMATION TECHNOLOGY SECTOR

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ABSTRACT

This study aims to determine the role of Corporate Social Responsibility (CSR) and Green Trust in shaping stakeholder trust in information technology companies in Indonesia, and explore how the two constructs interact with each other in the context of digital services that have high public exposure. The study used a quantitative approach with a survey of relevant respondents in the information technology company ecosystem. The data analysis technique was carried out using the PLS-SEM method to test the relationship between variables. The sampling technique used a purposive sampling approach. The results found that Corporate Social Responsibility (CSR) is far more dominant than Green Trust in building stakeholder trust. This finding illustrates that in Indonesia, stakeholders, especially digital service users, pay more attention to companies' direct social responsibilities, such as community empowerment programs, educational donations, and business ethics, compared to environmental commitments. Corporate Social Responsibility (CSR) initiatives play an important role in building stakeholder trust in information technology companies in Indonesia, while Green Trust serves as a significant amplifier.

KEY WORDS: Corporate Social Responsibility (CSR), Green Trust, Stakeholder Trust, Information Technology Companies, Sustainability Transparency

INTRODUCTION

Business sustainability has increasingly become a major focus in the information technology sector in recent years. Companies in this sector increasingly realize the importance of Corporate Social Responsibility (CSR) and Green Trust in increasing stakeholder loyalty and maintaining a competitive advantage (Hang et al., 2022). Corporate Social Responsibility (CSR) reflects a company's responsibility towards social and environmental sustainability, while

Green Trust refers to the level of stakeholder trust in a company's commitment to protecting the environment (Waris et al., 2024). Although the practice of Corporate Social Responsibility (CSR) is increasingly being adopted, its implementation in Indonesia still faces various challenges. It is evident that 88% of companies in Indonesia have published sustainability reports (PwC, 2023), but this does not fully reflect the level of stakeholder trust in the company's

commitment.

The Indonesian government continues to strengthen sustainability commitments through inclusive and transparent regulations. One example is Government Regulation (PP) No. 47 of 2021, which explicitly expands the scope of Corporate Social Responsibility (CSR) to all business sectors. This regulation not only emphasizes corporate social responsibility, but also makes it a strategic instrument to ensure environmental accountability (Wulandari & Saleh, 2024). Companies are required to prepare an integrated report that includes the ecological impacts of their operations. Thus, the public can more easily access information about the real contribution of the business world in maintaining the balance of nature. This transparency is an important foundation in building Green Trust, which is the belief that a company's green commitment is not just words, but real actions (Hang et al., 2022). Another concrete example is the Financial Services Authority Regulation (POJK) Number 16 of 2021. This regulation requires financial institutions to use the Indonesian Green Taxonomy, a guide to quantitatively measure environmental impacts, such as reducing carbon emissions and improving energy efficiency (Safitri & Syaipudin, 2025). In addition, the Indonesia Stock Exchange (IDX) also contributed by launching the Enhanced ESG Framework in 2023. This initiative aims to improve the transparency of carbon emissions reporting and governance of public companies, while encouraging more sustainable business practices (Khasanah, 2020). With measurable data from these regulations, the public and investors not only believe, but can also see concrete evidence that environmental commitments are actually carried out (Ehteshamnejad & Pakzad, 2023).

The government has issued regulations on Corporate Social Responsibility (CSR) and Green Trust. However, there is still a misalignment between stakeholder expectations and sustainability practices implemented by companies. This condition has the potential to reduce the level of consumer trust in digital services (Pedersen, 2024). This becomes even more crucial in an industry where sustainability is a major factor in investment and customer loyalty (Gold & Taib, 2020). Companies build stakeholder trust through transparent disclosure of sustainability information, implementation of accountable governance, and active involvement in social and environmental issues. All these aspects are measured through indicators such as ESG disclosure, community participation, and media reputation (Khalik et al., 2023).

Research on the implementation of Corporate Social Responsibility (CSR) in the information technology sector is still limited (Chou et al., 2022). Most studies focus more on the manufacturing and banking sectors, while research that specifically analyzes the impact of Corporate Social Responsibility (CSR) on Green Trust in the technology industry is still rare (Sun et al., 2023). In addition, many studies only highlight the role of Corporate Social Responsibility (CSR) in building brand image and customer loyalty, without directly linking it to Green Trust (Ehteshamnejad & Pakzad, 2023). Some studies show that companies still tend to use Corporate Social Responsibility (CSR) as a short-term marketing tool, not as an overall sustainability strategy, so the effectiveness of Corporate Social Responsibility (CSR) in building trust is still questionable (Deshmukh & Tare, 2023). Research related to Green Trust is still very limited, especially in the context of digital services and the information technology industry (Hang et al., 2022). Most of the literature still focuses on the manufacturing sector and green products (Hang et al., 2022). Research that directly links Green Trust with companies' Corporate Social Responsibility (CSR)

strategies is minimal, even though trust in sustainability practices is a key factor in consumer loyalty (Xu et al., 2022).

This study makes a new contribution by filling the research gap regarding the relationship between Corporate Social Responsibility (CSR) and Green Trust in the information technology sector. In addition, this study directly examines the relationship between Corporate Social Responsibility (CSR) and Green Trust, in previous studies generally discussed separately (Ehteshamnejad & Pakzad, 2023). Furthermore, this study also expands the understanding of the role of Green Trust in the digital industry, which has been mostly studied in the context of manufacturing and green products (Hang et al., 2022). In addition, this study uses a data-driven approach from information technology companies in Indonesia, which has different characteristics from developed countries in the implementation of Corporate Social Responsibility (CSR) and stakeholder perceptions of sustainability (Sun et al., 2023).

RQ1: To what extent does the implementation of Corporate Social Responsibility (CSR) significantly influence the formation of Green Trust in information technology companies in Indonesia?

RQ2: Does Green Trust have a significant effect on stakeholder trust, especially investors and consumers in the information technology sector?

RQ3: Does Green Trust mediate the relationship between Corporate Social Responsibility (CSR) and stakeholder trust?

LITERATURE REVIEW

Stakeholder Theory

The Stakeholder Theory introduced by Freeman (1984) asserts that companies have broader responsibilities than simply fulfilling the interests of shareholders. This theory places all entities affected by business activities including customers, employees, suppliers, local communities, and regulators as parties who deserve attention and consideration in strategic decision making (Mitchell et al., 2021). In addition, stakeholder theory also includes an ethical dimension as an important foundation in business practices, which emphasizes the importance of the company's moral responsibility to society and the environment, as well as the need for an orientation towards long-term sustainability (Mahajan et al., 2023).

Within this framework, the practice of Corporate Social Responsibility (CSR) can be understood as a concrete manifestation of the fulfillment of corporate responsibility towards stakeholders. Corporate Social Responsibility (CSR) not only reflects the company's efforts to fulfill social and environmental obligations, but also an important means to answer the ethical expectations of various stakeholder groups (Kivits & Sawang, 2021). In line with that, Corporate Social Responsibility (CSR) acts as a mechanism to form and strengthen Green Trust, which is stakeholder trust in the company's commitment to preserving the environment (Yan et al., 2022). Green Trust arises when stakeholders believe that the company's policies and actions are in line with the principles of sustainability and environmental protection. In this context, a strong implementation of Corporate Social Responsibility (CSR) can have a significant positive effect on the company's financial performance while increasing public trust in the company (Fadhillah et al., 2024). This finding confirms that the integration of Corporate Social Responsibility (CSR) with the company's sustainability commitment can strengthen legitimacy and long-term relationships with stakeholders, which is in line with the goal of building green trust in the modern business era (Aulia et al., 2023).

Corporate Social Responsibility (CSR)

Corporate Social Responsibility (CSR) is a strategic approach that integrates social and environmental concerns into business activities to create long-term value, not only for the company but also for stakeholders and society at large (Ardiansyah & Alnoor, 2024). In this context, Corporate Social Responsibility (CSR) is no longer seen as a philanthropic activity alone, but as a major component in modern business strategy (Ardiansyah & Alnoor, 2024). According to Velnampy (2024), Corporate Social Responsibility (CSR) plays an important role in improving organizational performance through strengthening brand reputation, increasing stakeholder trust, and mitigating reputational risks. Corporate Social Responsibility (CSR) can be a competitive differentiator that has a direct impact on the financial sustainability of the company. In line with that, Mircescu (2023) emphasized that Corporate Social Responsibility (CSR) that is well integrated in the organization's strategy is able to form a positive perception in the eyes of the public and strengthen relationships with investors and employees. Although the implementation of Corporate Social Responsibility (CSR) has not been formally structured, the company's involvement in social activities can still be the first step to strengthen relationships and stakeholder trust (Adinugraha et al., 2024).

Corporate Social Responsibility (CSR) is an important tool in creating harmonious relationships with society and responding to contemporary social demands. In a study by Shkromyda et al. (2024), explained that strategic stakeholder analysis in integrated reporting is an important instrument to increase transparency, build trust, and create effective communication between companies and stakeholders. This suggests that Corporate Social Responsibility (CSR) serves as a bridge between the company and its social environment (Shkromyda et al., 2024). Furthermore, in the post-pandemic era, Corporate Social Responsibility (CSR) has transformed into a major tool for creating value socially and economically, while addressing the needs of sustainable development (Turhan et al., 2022). The implementation of Corporate Social Responsibility (CSR), which focuses on creating shared value and sustainability, can encourage innovation, organizational learning, and increase the company's capability in facing global market dynamics (Alshukri et al., 2024).

Green Trust

Green Trust is a concept that refers to the level of consumer and stakeholder confidence in the environmental claims made by companies in their products, services and business operations. This trust plays a crucial role in shaping public perceptions of the company's image as an environmentally responsible entity committed to sustainability (Tanveer et al., 2024). In the context of green marketing, Green Trust is a fundamental element that can strengthen consumer loyalty, expand market share, and increase competitive advantage. (Tanveer et al., 2024). The existence of Green Trust is strongly influenced by consumer perceptions of the authenticity and consistency of companies in carrying out sustainability strategies. Consumers tend to give greater trust to companies that transparently demonstrate environmental commitment through sustainability reports, use of eco-labels, environmentally friendly packaging, and responsible operational practices (Surendra et al., 2025). In addition, perceptions of product quality and strong brand knowledge also play a role in building deeper Green Trust (Alamsyah et al., 2021).

The main challenge in building Green Trust is the emergence of the greenwashing phenomenon, which is the practice of making environmentally friendly claims that are not supported by concrete

actions. This phenomenon has increased consumer skepticism and weakened the effectiveness of green marketing strategies in general (Hwang, 2024). Therefore, transparency and ethical communication are crucial aspects in building and maintaining consumer trust (Hwang, 2024). Research by Dhingra and Rani (2024) emphasizes that Green Trust not only impacts consumer purchase intentions, but also becomes an important mediator in the relationship between sustainable marketing strategies and long-term brand loyalty. Meanwhile, Kharabsheh (2024) stated that green marketing strategies integrated with corporate sustainability values are able to generate positive perceptions and significant brand differentiation.

Stakeholder Trust

Stakeholder trust is a crucial element in building legitimacy and long-term relationships between companies and parties affected by business activities, such as customers, investors, employees, and communities (Khuong et al., 2021). Stakeholder trust is multidimensional, including cognitive trust (based on rational assessment of the company's integrity and competence), affective (emotions and perceptions of the company's good intentions), and behavioral (readiness to support and cooperate with the company in situations of uncertainty) (Borsa & Walls, 2022). In the context of sustainability, Corporate Social Responsibility (CSR) plays a strategic role in strengthening this trust. Corporate Social Responsibility (CSR) is not only a means to fulfill social and environmental obligations, but also enhances reputation, loyalty, and public perception of corporate ethical responsibility. The study by Yan et al. (2022) confirms that Corporate Social Responsibility (CSR) initiatives strengthen internal trust (especially from employees) and improve corporate reputation. This finding is in line with the research of Islam et al. (2021), which shows that Corporate Social Responsibility (CSR) drives customer loyalty through the mediation of reputation, satisfaction, and trust.

One particular dimension of this trust is Green Trust, which is stakeholder trust in a company's environmental claims and practices. Green Trust is increasingly relevant amid increasing public awareness of climate change and greenwashing issues (Hwang, 2024). This trust arises when consumers and stakeholders believe that the company's actions in protecting the environment are authentic, transparent and sustainable (Chenjerai et al., 2021). Recent research shows that Green Trust increases when companies show consistency between environmental communications and actual practices carried out on the ground (Thanh Tiep Le, 2024).

FRAMEWORK OF THOUGHT AND RESEARCH HYPOTHESIS

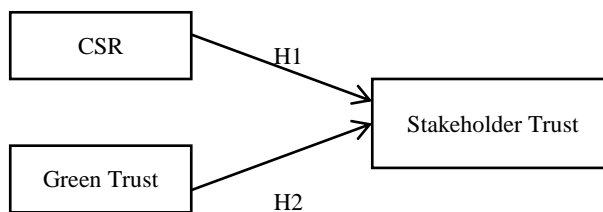


Figure 1. Framework of Thought

Source: Authors 2025

Effect of Corporate Social Responsibility (CSR) on Stakeholder Trust

Corporate Social Responsibility (CSR) is one of the main strategies in building and maintaining stakeholder trust, as it reflects the company's commitment to ethical, social, and environmental values (Etikan, 2024). In its implementation, Corporate Social

Responsibility (CSR) functions as a strategic communication tool to increase positive public perceptions of corporate integrity and responsibility (Saputra & Hanutama, 2025). Corporate Social Responsibility (CSR) that is implemented consistently and transparently not only demonstrates corporate social responsibility, but also strengthens perceptions of organizational integrity and accountability (Afandi, 2023). Research by Salman & Ishak (2023) found that communicative and shared value-oriented Corporate Social Responsibility (CSR) implementation can increase stakeholder trust through increased transparency and social relevance. This is reinforced by the findings of Zheng et al. (2023) who showed that the use of honest and structured sustainability reports as part of a Corporate Social Responsibility (CSR) strategy is able to attract the attention of key stakeholders and improve their perception of the company's commitment.

Furthermore, extensive and transparent Corporate Social Responsibility (CSR) disclosure has a significant effect on improving the company's image and reputation, which in turn strengthens public and stakeholder trust in the company's sustainability commitment (Fitri et al., 2024). Thus, Corporate Social Responsibility (CSR) is not just an external communication tool, but also a relational channel to build trust-based engagement (Andini & Arief, 2024). Aidoo's (2025) study confirms that the level of transparency in Corporate Social Responsibility (CSR) practices is significantly related to public trust. They found that Corporate Social Responsibility (CSR) can act as an important mediator in shaping and strengthening stakeholder trust, especially when social responsibility practices are aligned with ethical values, sustainability, and concern for social impact (Aidoo, 2025).

H1: Corporate Social Responsibility (CSR) has a positive effect on Stakeholder Trust

The effect of Green Trust on Stakeholder Trust

Green trust refers to stakeholders' belief that the company honestly and consistently carries out environmentally friendly practices, rather than just imaging or greenwashing (Thanh Tiep Le, 2024). This trust is formed when companies demonstrate an authentic commitment to sustainability through ethical and transparent communication, as well as tangible evidence in the implementation of green policies (Kalogiannidis & Spinthiropoulos, 2025). In the context of the relationship between green trust and stakeholder trust, factors such as brand transparency, ethical advertising, and eco-labeling have been shown to be significant in building stakeholder credibility and loyalty to companies (EPRA, 2025). When sustainability practices are carried out consistently and communicated openly, stakeholders tend to form a positive assessment of the company's integrity and responsibility (Afandi, 2023).

In addition, green trust is also closely correlated with perceptions of long-term reputation and organizational legitimacy, especially when a company's environmental activities are in line with the social values upheld by stakeholders (Eduarda, 2025). In this regard, green trust acts as the cognitive and emotional foundation of stakeholder trust, which includes dimensions of perception, ethical evaluation, and behavioral responses such as support or loyalty (Borsa & Walls, 2022).

H2: Green trust has a positive effect on stakeholder trust.

RESEARCH METHODS

This study uses a quantitative approach with an explanatory research type, which aims to test the relationship between variables. The

population in this study are stakeholders who interact directly with technology companies, especially people who use digital services (such as e-commerce, fintech, or online transportation) and retail investors who know or have been exposed to information about the company's Corporate Social Responsibility (CSR) program. The sampling technique used was purposive sampling, with the following criteria: (1) at least 18 years old, and (2) have used digital services from information technology companies in Indonesia in the last three months. The number of samples in this study was 150 respondents. The data analysis technique was carried out using the PLS-SEM method to test the relationship between variable X1 (Corporate Social Responsibility), variable X2 (Green Trust), and variable Y (Stakeholder Trust).

RESEARCH RESULTS AND DISCUSSION

Research Results

This study uses the Partial Least Squares-Structural Equation Modeling (PLS-SEM) approach to test the relationship between the three main constructs, namely Corporate Social Responsibility (CSR), Green Trust, and Stakeholder Trust. The measurement indicators of each construct have been evaluated through the Measurement Model Test (Outer Model), Convergent Validity Test (Outer Loadings), Convergent Reliability and Validity Test, Fornell-Larcker Test, Coefficient of Determination Test (R-square), and Path Significance Test (Bootstrapping). Based on the analysis, the following results were obtained:

Measurement Model Test (Outer Model)

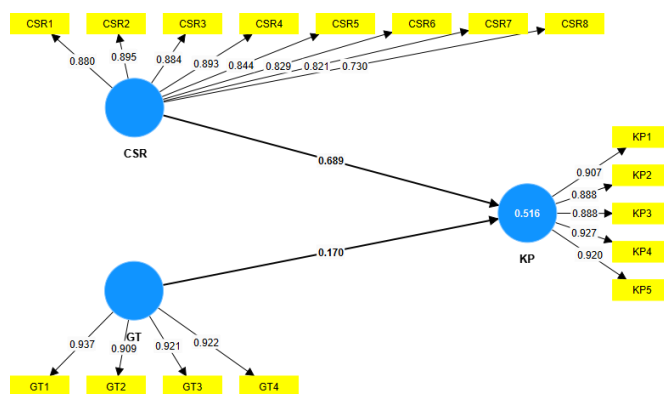


Figure 2. Outer Model Test Results

Source: SmartPLS, Data Processing 2025

Based on the results of the PLS-SEM analysis, it can be concluded that all indicators in the constructs of Corporate Social Responsibility (CSR), Green Trust (GT), and Stakeholder Trust (KP) show a loading factor value > 0.70, which indicates that these indicators have a good contribution in measuring their respective constructs.

Convergent Validity Test (Outer Loadings)

	CSR	GT	KP
CSR1	0.880		
CSR2	0.895		
CSR3	0.884		
CSR4	0.893		
CSR5	0.844		
CSR6	0.829		

CSR7	0.821		
CSR8	0.730		
GT1		0.937	
GT2		0.909	
GT3		0.921	
GT4		0.922	
KP 1			0.907
KP2			0.888
KP3			0.888
KP4			0.927
KP5			0.920

Figure 3. Convergent Validity Test Results (Outer Loadings)

Source: SmartPLS, Data Processing 2025

The outer loading test results show that all indicators have a value above 0.70, which means that these indicators have strong convergent validity and can be retained in the model.

Convergent Reliability and Validity Test

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
CSR	0.944	0.946	0.953	0.720
GT	0.941	0.947	0.958	0.850
KP	0.946	0.949	0.958	0.821

Figure 4. Convergent Reliability and Validity Test Results

Source: SmartPLS, Data Processing 2025

The test results show that all constructs in the model have met the

Path Significance Test (Bootstrapping)

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
CSR→KP	0.689	0.689	0.045	15.251	0.00
GT→KP	0.170	0.175	0.057	2.985	0.003

Figure 7. Results of Path Significance Test (Bootstrapping)

Source: SmartPLS, Data Processing 2025

The results of the path significance test (Bootstrapping) of 0.689 indicate that Corporate Social Responsibility (CSR) has a strong positive influence on stakeholder trust. With a T-Statistic of 15.251 (greater than 1.96), the effect is statistically significant. The P-Value of 0.000 (less than 0.05) confirms that the effect is highly significant. The path coefficient of 0.170 shows a positive influence on Green Trust but the level of influence is relatively weak compared to Corporate Social Responsibility (CSR). The T-Statistic of 2.678 (greater than 1.96) indicates that the effect on Green Trust is statistically significant. The P-Value of 0.008 (less than 0.05) also indicates the significance of the effect.

criteria for internal reliability and convergent validity. Cronbach's Alpha for all constructs is above the minimum threshold value of 0.70. This indicates that the items in each construct are internally consistent and have high reliability. Composite Reliability (CR) shows a value above the minimum 0.70, which indicates the construct is reliable. All Average Variance Extracted (AVE) values > 0.50, which means that more than 50% of the indicator variance is successfully explained by their respective constructs, meeting the requirements of convergent validity.

Fornell-Larcker Test

	CSR	GT	KP
CSR	0.849		
GT	0.056	0.922	
KP	0.698	0.208	0.906

Figure 5. Fornell-Larcker Test Results

Source: SmartPLS, Data Processing 2025

The results of the Fornell-Larcker discriminant test show that all constructs of Corporate Social Responsibility (CSR), Green Trust, and Stakeholder Trust meet the discriminant validity requirements. This means that each construct in the model has a clear distinction from other constructs, and there is no significant overlap in measurement between constructs.

Test Coefficient of Determination (R-square)

	R-square	R-squareadjusted
KP	0.516	0.906

Figure 6. Test Results of the Coefficient of Determination (R-square)

Source: SmartPLS, Data Processing 2025

The coefficient of determination (R-square) test results are quite good with a value of 0.516, meaning that this model is able to explain stakeholder trust quite strongly from the aspects of Corporate Social Responsibility (CSR) and Green Trust.

Discussion

Corporate Social Responsibility (CSR) has a Significant Effect on Stakeholder Trust

The results found that Corporate Social Responsibility (CSR) has a significant influence on Stakeholder Trust. This finding is in line with Stakeholder Theory, which states that companies have a moral and strategic responsibility to consider the interests of all parties affected by their activities, not just shareholders (Mahajan et al., 2023). When Corporate Social Responsibility (CSR) is carried out consistently in the form of social contributions, environmental protection, and transparency, stakeholders tend to assess the company as a trustworthy and responsible entity (Etikan, 2024). The integration of Corporate Social Responsibility (CSR) and environmental commitments strengthens public trust in a tangible way. This integrated approach is not only normative, but also has a

positive impact on building corporate reputation (Salman & Ishak, 2023). The research found that Corporate Social Responsibility (CSR) is far more dominant than Green Trust in building stakeholder trust. This finding illustrates that in Indonesia, stakeholders, especially digital service users, pay more attention to companies' direct social responsibilities, such as community empowerment programs, education donations, and business ethics, compared to environmental commitments. This can be attributed to the literature which states that in developing countries, public awareness of social aspects is still higher than environmental awareness (Khuong et al., 2021).

Green Trust has a Significant Effect on Stakeholder Trust

Green Trust is proven to have a positive and significant influence on stakeholder trust. This shows that even though environmental aspects are not the dominant factor, trust in the company's green commitment still plays an important role in shaping public trust (Alamsyah et al., 2021). The concept of Green Trust, which includes perceptions of the company's honesty, competence, and intention in protecting the environment, is a crucial element in building the company's moral legitimacy (Waris et al., 2024). In line with these findings, research shows that in the context of sustainability, consumers and stakeholders are increasingly paying attention to companies' authentic concern for environmental issues, not just greenwashing practices (Verrus et al., 2024). Other research results support that the combination of Corporate Social Responsibility (CSR) and Green Trust strategies creates positive synergies in public perceptions of corporate credibility (Yan et al., 2022). That is, the incorporation of social responsibility and environmental commitments together strengthens stakeholder trust.

This research expands and enriches the application of Stakeholder Theory in the information technology sector. Whereas previously the theory was mostly applied to labor-intensive industries such as manufacturing and banking, this study shows that the principles of stakeholder engagement and business ethics are also highly relevant in digital platforms, which have higher public exposure (Pedersen, 2024). Thus, this study not only supports existing theory, but also contributes in the form of a structural modification of the theory by including Green Trust as a relevant intermediary component in the modern sustainability era (Ardiansyah & Alnoor, 2024). Practically, the results of this study suggest that information technology companies in Indonesia need to design an integrated sustainability strategy, not only focusing on Corporate Social Responsibility (CSR) as a legal obligation or philanthropic activity, but also making Green Trust part of the sustainability narrative (Andini & Arief, 2024). This is important considering that transparency, accountability, and honesty in social and environmental aspects are now important indicators in assessing corporate reputation in the eyes of the public and the market (Afandi, 2023).

CONCLUSIONS AND IMPLICATIONS

This study answers the main objective by showing that Corporate Social Responsibility (CSR) initiatives play an important role in building stakeholder trust in information technology companies in Indonesia, while Green Trust serves as a significant amplifier. Corporate Social Responsibility (CSR) practices that are tangible and felt by the community tend to shape positive perceptions of the company and if the commitment to environmental aspects is complemented by verifiable evidence, the two factors reinforce each other resulting in stronger legitimacy and public trust. In other words, stakeholder trust is more influenced by relevant and sustainable social action, but environmental aspects cannot be

ignored, especially if communicated in a transparent and evidence-based manner. This finding underscores that trust-building is not about fulfilling formal obligations, but rather a relational process that demands consistency, empathy and accountability. Companies that successfully combine concrete actions with transparent communication and presentation of narratives about real-life impacts will find it easier to earn Green Trust from stakeholders. Therefore, collaboration between researchers, practitioners and communities is key in translating academic findings into policies and practices that truly empower affected parties.

For the development of science, further research is recommended to expand the scope and methods so that the findings produced can be deepened and provide wider benefits. Quantitative approaches with more representative samples and longitudinal designs will be able to capture the dynamics of trust formation over time. Meanwhile, qualitative studies such as in-depth interviews and case studies can reveal the social mechanisms underlying stakeholder responses. In addition, testing moderating or mediating variables such as information source credibility, user experience, media exposure, or regulatory context will help map the conditions under which Corporate Social Responsibility (CSR) or Green Trust has a more significant influence. Cross-sector replication efforts are also needed to determine whether the patterns found are unique to the information technology sector or have broader relevance.

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