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Green Beauty: Analysis Of Environmentally Friendly *Skincare* Product Purchase Decisions

Hanum Nilasari[1], Alldila Nadhira Ayu Setyaning,[2]

[1]Management Program Study, Faculty of Business and Economics, Indonesian Islamic University, Yogyakarta, 20311470@students.uii.ac.id
[2]Management Program Study, Faculty of Business and Economics, Indonesian Islamic University, Yogyakarta, 193110102@uii.ac.id

Corresponding author,e-mail: 20311470@students.uii.ac.id

Abstract

Global warming and skincare have a significant relationship. One of the impacts of climate changeis increasing temperature and extreme weather, which has an impact on skin health. Skincare is a series of activities that support skin health, improve appearance and relieve facial skin conditions.Increasing awareness of environmental issues has encouraged the skincare industry to create more sustainable and environmentally friendly products. This study aims to explore the relationship between eco-friendly skincare products and global warming issues, as well as their contribution toenvironmental protection. The approach in this study is a quantitative approach. The data collection technique was by distributing online questionnaires to 260 respondents via Google Forms. The sampling technique used is non-probability sampling with purposive sampling method, which will then be processed using structural equation modeling SEM (Structural Equation Modeling) with the help of PLS software. This study found that green perceived value has a positive and significant effect on green trust, green trust has a significant effect on green purchase intention, green perceived value has a significant effect on green purchase intention, andgreen perceived risk has a significant effect on green purchase intention. This study revealed thatperceived risk does not have a significant effect on green trust.

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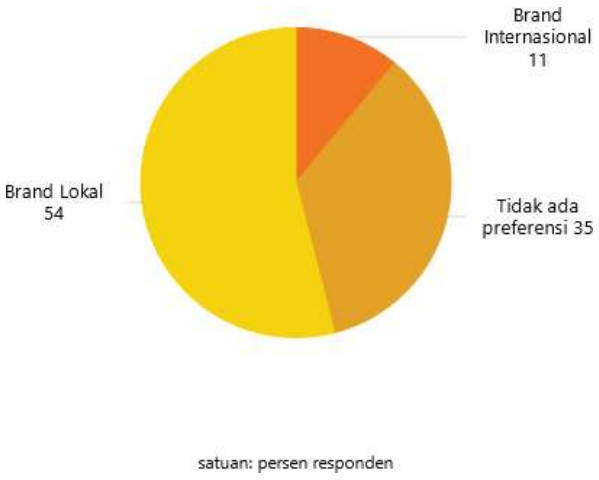
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Keywords : Green Perceived Risk, Green Perceived Value, Green Trust, Green Purchase Intention, Skincare Eco-Friendly, Theory of Planned Behavior.

INTRODUCTION

Global warming affects human health through increased risk of heat-related illnesses and decreased air quality. Hot weather can cause the skin to sweat more, increasing the risk of dehydration, and causing irritation and inflammation. In addition, increasing pollution due to industrial activities and urbanization can cause skin problems such as acne, premature aging and allergic reactions, which drives demand for more effective skincare products. Skincare is a series of activities that support skin health, improve the appearance and relieve the condition of our facial skin. Increasing awareness of environmental issues has encouraged the skincare industry to create more sustainable and environmentally friendly products. Many brands now use organic ingredients, recyclable packaging, and formulas that don't harm the environment. Along with the increasing needs and desires of women, companies that produce beauty products, especially skincare, offer a variety of choices, ranging from variations in skincare brands, types, prices, to various uses that are suitable for all groups.

FIGURE 1. USERS OF LOCAL BRAND SKINCARE PRODUCTS



Sumber: Databoks, (2022)

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According to Figure 1.Indonesian people now prefer local skincare products due to increasing awareness of the importance of natural ingredients that suit the condition of their skin. Local products often contain familiar traditional ingredients, such as ginger, aloe vera, and rice, so consumers feel more confident that these products are more suitable for skin affected by tropical climates. Support for local products also reflects a sense of patriotism and efforts to empower the domestic economy.

The eco-friendly skincare business process also focuses on sustainability, from ingredient selection to distribution. Many companies invest in environmentally friendly practices, such as using renewable energy in production processes and ensuring efficient shipping to reduce carbon emissions. Educating consumers about the importance of choosing environmentally friendly products is becoming part of the marketing strategy, with brands emphasizing transparency in the supply chain and commitment to sustainability. With this approach, eco-friendly skincare not only provides benefits for users, but also plays a role in protecting the environment.

This research discusses green perceived value, which is the perceived value of being environmentally friendly as benefits and costs that customers can obtain or pay to service providers. Perceived value is an important part of explaining consumer behavior and future intentions towards companies and brands (Molinillo et al., 2021). Perceived risk is a trade-off between costs and benefits, namely the consumer's overall assessment of the usefulness of the product based on what they receive, and compared with what they pay (Qalati et al., 2021).

Trust is a concept that depends on customer expectations regarding the functions, capabilities, and values that have the objective being evaluated. Brand trust is stated to be an important factor in product marketing success (Akoglu & Özbek, 2022). Environmentally friendly purchasing intentions are also studied as the tendency to decide to purchase products that have a positive impact on the environment. Brand purchasing behavior has been better predicted based on purchase intention scores (Akkaya, 2021). Purchase intent, which describes consumers' desires and plans to make future purchases, provides a clear picture of their likelihood of selecting and purchasing a particular brand.

The variables perceived value, perceived risk, trust, and purchase intention are very relevant to research in the context of eco-friendly skincare because the relationship

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between these variables influences consumer decisions. Perceived value reflects consumers' assessment of the benefits they receive compared to the costs incurred.

With the presence of eco friendly skincare products, it will encourage people to use skincare made from environmentally friendly ingredients. Eco-friendly skincare products are products designed taking into account the overall health impact.

RESEARCH METHODS

This research adopts a quantitative approach to explore trend analysis. The quantitative approach is based on the philosophy of positivism, which aims to investigate a particular population or sample by collecting data using research instruments, and analyzing data that is quantitative or statistical in nature. The main aim is to test the established hypothesis related to the variables studied (Yuliawan, 2021). This approach allows researchers to gain deeper insight from individuals who are truly experienced with the topic being studied. Purposive sampling was used in this research as a sampling method. Purposive sampling is a sampling technique used in research to select participants based on specific criteria relevant to the research objectives. (Andrade, 2021).

In this research, a questionnaire link will be distributed for research data collection methods. The questionnaire will be distributed to respondents with a written list of questions to be answered via Google Forms. Sample selection ensures that the research results remain valid and relevant. Researchers have 11 questions which have been adjusted to the number of indicators. The sample size can be obtained by (11 indicators x 10) = 110. Based on calculations, the minimum number of samples required in this research is 110 sample respondents. However, to minimize deficiencies in the quantity and quality of data, researchers will distribute questionnaires to approximately 260 respondents.

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Kode	Indikator	referensi
Green Perceived Risk		
GPR1	Ada kemungkinan saya akan terkena sanksi atau kerugian lingkungan jika menggunakan produk ini	(Nguyen Tran Cam, 2023)
GPR2	Menggunakan produk ini akan merusak reputasiatau citra ramah lingkungan saya	
Green Perceived Value		
GPV1	Produk ini memiliki kepedulian lingkungan yang lebih besar dibandingkan produk lainnya	(Nguyen Tran Cam, 2023)
GPV2	Produk ini ramah lingkungan	
GPV3	Produk ini memiliki manfaat lingkungan yang lebih besar dibandingkan produk lainnya	
Green Trust		
GT1	Secara keseluruhan, anda senang membeli produk ini karena ramah lingkungan	(Nguyen Tran Cam, 2023)
GT2	Anda merasa bahwa klaim lingkungan hidup produk ini secara umum dapat dipercaya	
GT3	Kepedulian terhadap lingkungan produk ini memenuhi harapan anda	
Green Purchase Intention		
GPI1	Saya membeli produk ini karena kepeduliannya terhadap lingkungan	(Nguyen Tran Cam,

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RESULT AND DICUSSION

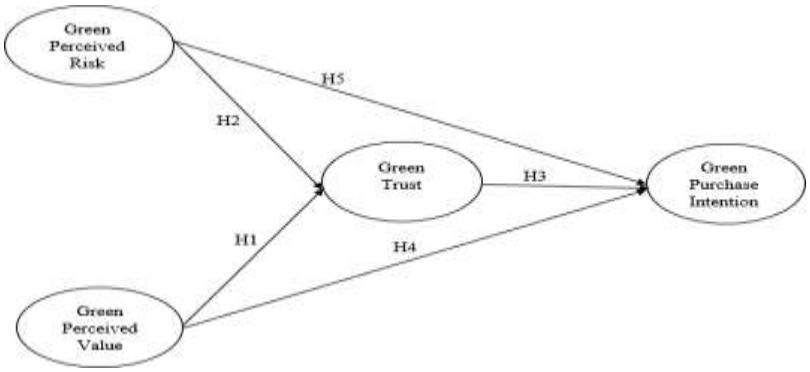


Figure 1. Research Model

DISCUSSION

The influence of green perceived value on green trust

The results of the first hypothesis, namely the influence of green perceived value on green trust, show a coefficient value of 0.789, a p-value of 0.000 < 0.05 and a t-statistic of 26.661, namely > 1.960. So, these results show that the influence of green perceived value on green trust has a positive and significant impact. So the first hypothesis is accepted

The Influence of Green Perceived Risk on Green Trust

The results of the second hypothesis, namely the influence of green perceived risk on green trust, show a coefficient value of -0.048, a p-value of 0.241 > 0.05 and a t-statistic of 1.176, namely < 1.960. So, these results indicate that the influence of green perceived risk on green trust has an insignificant impact. So the second hypothesis is rejected

The Influence of Green Trust on Green Purchase Intention

The results of the third hypothesis, namely the influence of green trust on green purchase intention, show a coefficient value of 0.379, a p-value of 0.000 < 0.05 and a t-statistic of 4.045, namely > 1.960. So, these results show that the influence of green trust on green purchase intention has a significant impact. So the third hypothesis is accepted.

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The Influence of Green Perceived Value on Green Purchase Intention

The results of the fourth hypothesis, namely the influence of green perceived value on green purchase intention, show a coefficient value of 0.429, a p-value of 0.000 < 0.05 and a t-statistic of 4.496, namely > 1.960. So, these results show that the influence of green perceived value on green purchase intention has a significant impact. So the fourth hypothesis is accepted.

The Influence of Green Perceived Risk on Green Purchase Intention

The results of the fifth hypothesis, namely the influence of green perceived risk on green purchase intention, show a coefficient value of 0.429, a p-value of 0.033 < 0.05 and a t-statistic of 2.145, namely > 1.960. So, these results show that the influence of green perceived risk on green purchase intention has a significant impact. So the fifth hypothesis is accepted.

CONCLUSION

The results of the research above prove that green perceived value has a positive and significant effect on green trust, so the first hypothesis is accepted. The greater the value felt by consumers towards environmentally friendly products, the higher their level of trust in these products. The results of the research above show that green perceived risk does not have a significant effect on green trust. So the second hypothesis is rejected. The results of the research above show that there is a positive and significant relationship between green trust and green purchase intention, so the third hypothesis is accepted. This confirms that trust is very important in creating the desire or intention to buy environmentally friendly products. The results of the research above prove that green perceived value has a positive and significant effect on green purchase intention, so that the fourth hypothesis can be accepted. If the perceived value or benefits of an environmentally friendly product give a positive impression, then consumers tend to have the intention to buy the product. The results of the research above show that there is a positive and significant relationship between green perceived risk and green purchase intention, so that the fifth hypothesis is accepted. The positive relationship between perceived risk and purchase intention indicates that the higher consumers' concern about the environmental impact of a product, the greater their tendency to purchase products that are considered more environmentally friendly

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