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Conceptualizing of Green Products on Sustainability Green Repurchase Intention Beauty Products in The Premium Market

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ABSTRACT

Objectives: This research aims to analyze the influence of Environmental Concern, Green Trust, Green Price on Sustainability Green Repurchase Intention moderated by Social on L'occitane Products in JABODETABEK - Indonesia.

Methodology: The data collection technique is in the form of a questionnaire using an ordinal scale. This research was conducted on 200 L'occitane product users using a quantitative descriptive approach and hypothesis testing. The sampling technique uses random sampling techniques, with data analysis using the Structural Equation Method (Partial least square).

Finding: An interesting finding from this research is that Green Price has no effect on Sustainability Green Repurchase Intention among consumers of L'occitane Products in Indonesia, meaning that the level of high or low product prices does not influence high or low sustainability green repurchase intention. Consumers don't mind this, in their minds, green products are imprinted in the minds of L'occitane product users in JABODETABEK - Indonesia.

Conclusion: The research results show that Environment Concern has a significant positive effect on Sustainability Green Repurchase Intention, Green Positioning has a significant positive effect on Sustainability Green Repurchase Intention, Green Trust has a significant positive effect on Sustainability Green Repurchase Intention, Social Influence is able to moderate all influences of Green Trust on Sustainability Green Repurchase Intention.

Keywords: Environmental Concern; Sustainability Green Repurchase Intention; Green Trust; Social Influence; Green Price.

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INTRODUCTION

This rapid business growth continues to meet various consumer desires, which externally causes various environmental problems. This has become a social issue that is of great concern to many parties (Rohman et al., 2023; Ramli and Soelton, 2018). Currently, many consumers are starting to care about environmental conservation issues and are starting to have a sense of responsibility by incorporating environmental elements into their lifestyles (Stone et al. in Ramli et al., 2022). They are increasingly intelligent through information obtained from various news reports on environmental issues ranging from newspapers, magazines, television, radio, the internet and

others. Society as a whole is more ready and willing to respond to something based on "green" issues (Yeung in Soelton et al., 2022).

Almost all companies today have developed the ability to implement innovation to take advantage of opportunities, on the one hand to help overcome environmental problems and on the other hand to educate how much the company cares about promoting marketing with a green concept. Marketing strategies carried out by marketers to educate customers about the company's concern for the dangers of using environmentally unfriendly products. The purpose of green marketing is to provide education and understanding to customers about the dangers of environmentally unfriendly products. (Ramli & Maysari, 2020).

National Agency of Drug and Food Control ([BPOM](https://pom.go.id)) conducted surprise inspections of 731 beauty clinics in several regions of Indonesia during 19-23 February 2024. The clinics were suspected of trading in blue-labeled cosmetics and skincare with dangerous contents. It was found that 33% of beauty clinics sell/use cosmetics that do not meet the requirements, (source: Deputy for Supervision of Traditional Medicines, Health Supplements, and Cosmetics BPOM, (3/4/2024). The most dangerous products are products without distribution permits, namely 37,998 products or 73.4% of the total findings. The second most are products with dangerous ingredients, namely 5,937 products or 11.5%. "Our regulations stipulate that cosmetics must not contain dangerous ingredients such as hydroquinone, clindamycin antibiotics, retinoic acid, fluocinolone, to steroids," said Kashuri. Then there are expired beauty products as many as 5,277 products (10.2%), blue-labeled skincare that does not comply with the provisions 2,475 products (4.8%), and illegal beauty injection products with 104 products (10.2%). BPOM defines a blue label as a skin care product that is added with hard drugs or prescriptions or doctor's supervision, which is mass-produced and labeled with a blue label.

Figure 1. Beauty Profile Containing Hazardous Ingredients in 2023

 DIREKTORAT STANDARDISASI OBAT TRADISIONAL, SUPLEMEN KESEHATAN DAN KOSMETIK 					
Beranda Tentang Kami Berita PPID Kegiatan Regulasi Kajian Konsultasi Pengaduan Database OTSKK Kontak					
No	Nama Produk	Nomor Izin Edar / Notifikasi	Kandungan Bahan Berbahaya/Dilarang	Produsen / Pendaftar	Nomor Surat Public Warning
1	"AILY Cake 2 in 1 Eye Shadow T"	-	Merah K3 (CI Pigment Red 53)		KH.00.01.432.6147 (26/11/2008)
2	"KLIP 80""S Day Cream"	-	Merkuri / raksa (Hg)		HM.03.03.1.43.12.12.8256 (27/12/2012)
3	"KLIP 80""S Night Cream"	-	Merkuri / raksa (Hg)		HM.03.03.1.43.12.12.8256 (27/12/2012)
4	3CE - Slim Eyebrow Pencil (Chestnut Brown)	-	Senyawa antimon	-	B-HM.01.01.1.44.11.18.5410 (14/11/2018)
5	3rd Series Yanko Fade Out Cream Day Cream	-	Merkuri / raksa (Hg)	Taiwan Biotech Co., Ltd., Taiwan	HM.01.14.01.20.02 (01/07/2020)
6	3rd Series Yanko Whitening Cream Night Cream	-	Asam Retinoat / Tretinoin	Taiwan Biotech Co., Ltd., Taiwan	HM.01.14.01.20.02 (01/07/2020)
7	5th Series Yanko Fade Out Cream Day Cream	-	Merkuri / raksa (Hg)	Taiwan Biotech Co., Ltd., Taiwan	HM.01.14.01.20.02 (01/07/2020)
8	5th Series Yanko Whitening Cream Night Cream	-	Asam Retinoat / Tretinoin	Taiwan Biotech Co., Ltd., Taiwan	HM.01.14.01.20.02 (01/07/2020)

Source: www.pom.go.id, 2023

BPOM consistently supervises the production and distribution of traditional medicines (OT) and health supplements (SK) containing BKO, as well as cosmetics containing prohibited/hazardous ingredients. During the period from September 2022 to October 2023, 50 OT items were still found containing BKO, and 181 cosmetic items containing prohibited/hazardous ingredients. One of the cosmetic products that carries the green business concept is the L'Occitane brand which has many competitors such as The Bodyshop, The Faceshop, foreign products, then from within the country, namely Oriflame cosmetics, Scarlett, The Nature, Wardah and others. This research was conducted on the L'Occitane Brand because this brand has an attractive appeal in terms of quality provided by using recyclable packaging, even to produce L'Occitane brand products it has its own plantation, using more than 200 botanical ingredients and a quarter of them are certified organic. In addition, there is Eco-Reffills packaging which also helps in preserving the environment because it uses only 69% plastic content so it is easy to recycle (L'Occitane.com, 2020). This research aims to analyze the influence of Environmental Concern, Green Trust, Green Price on Sustainability Green Repurchase Intention moderated by Social on L'occitane Products in JABODETABEK - Indonesia.

The Sustainable Development Goals are considered a broad framework for achieving sustainable development. Through the Sustainable Development Goals, the UN seeks to promote international cooperation, technology transfer, access to finance, and capacity building to achieve sustainable development goals together. What L'Occitane does supports SDG program no. 12, namely that its products use recyclable packaging, and SDG no. 13, namely that its products are environmentally friendly because they use non-hazardous materials.

LITERATURE REVIEW AND HYPOTHESES

Sustainable Green Repurchase Intention

Green awareness refers to the level of consumer awareness and understanding of environmental issues, according to Yahya (2022) green repurchase intention is a re-emerging thought caused by consumer feelings of being interested again in environmentally friendly products that meet their expectations. According to Amin and Tarun (2020) green repurchase intention is the desire, preference and possibility of customers to choose environmentally friendly and sustainable products again. Al-Kumaim, et al., (2021) green repurchase intention is the interest of customers to buy environmentally friendly products again. Green repurchase intention refers to the willingness of consumers to buy environmentally friendly products again and their consequences (Sandi, et al., 2021). It can be concluded that green repurchase intention is the willingness of customers to buy green products.

Environmental Concern

Chairy and Alam (2019) environmental concern is the extent to which individuals or groups show their concern for the environment and show their desire to curb existing environmental problems. Environmental concern is public awareness of environmental problems and efforts to overcome them (Alhally, 2020). Environmental concern is a high awareness of the natural environment and the living environment such as perceived health risks such as air pollution, water pollution, and waste pollution. (Yang, et al., 2020) According to Nurmayanti and Rubiyanti (2020) environmental concern is the extent to which an individual or group cares about existing environmental problems. Consumers who have knowledge about the green

environment prefer to buy green products. Alhally (2020) environmental concern has a positive effect on green repurchase intention. Environmental concern for respondents who know about environmentally friendly products is an important variable in fostering the intention to buy environmentally friendly products. This indicates that environmentally friendly products will be widely purchased by consumers if these consumers have environmental concerns as an effort to minimize the negative effects on the environment caused by similar products that are not environmentally friendly.

H1: Environmental concern has a positive and significant effect on sustainability green repurchase intention

Green Trust

Soelton et al., (2020) explained that green trust is a willingness to rely on a product, service, brand based on beliefs or expectations resulting from its credibility and ability regarding environmental performance. Green trust is a positive attitude that provides confidence about an environmentally friendly product (Kubrowati, et al., 2019). Green trust is the willingness to use certain products, services or brands that are believed to have a positive impact on the environment (Antonius, 2018). According to Setyabudi and Adialita (2020) green trust is a belief or expectation resulting from the credibility, virtue, and ability regarding the pro-environmental performance of foreign products. Green trust is described as a willingness to rely on a commodity, which is generated with expectations regarding its environmentally friendly features (Tarbieh, 2021). This policy will reduce customer confusion and risk, it will increase the likelihood of green product practices and claims in the company and contribute to increasing green repurchase intention. Kubrowati, et al., (2019) green trust has a significant effect on green repurchase intention. A consumer's trust or attitude towards an environmentally friendly product will affect the purchase intention of products that match consumer desires.

H2: Green trust has a positive and significant effect on sustainability green repurchase intention

Green Price

According to Ramli et al (2018) price is an important factor in the green marketing mix. Green price refers to prices primarily related to company policies taking the environment into account, which are enforced by company rules and instructions or in this case company initiatives (Mahmoud, 2018). Green price plays a very important factor in the correlation with consumer purchasing interest in green products (Munamba and Nuangjamnong, 2021). Green price is the price of green products paid by customers (Mensah, 2021). According to Sinambela, et al., (2022) green price is the value to feel the benefits of green products. It can be concluded that green price is the price of green products set by company policy. Munamba and Nuangjamong (2021) green price has a significant effect on green repurchase intention. The correlation between green price and green repurchase intention shows the second strongest relationship after green product compared to other dimensions of the green marketing mix.

H3: Green price has a positive and significant effect on sustainability green repurchase intention

Social Influence

Social factors are factors influenced by reference groups, family, and the role and social status of consumers (Kotler and Keller, 2018). A person's behavior is influenced by many small groups that have a direct influence. The definition of a group is two or more people who interact to achieve individual or common goals. A person's reference group is all groups that have a direct or indirect influence on the person's attitudes or behavior (Kotler, 2020). The family is the most important consumer purchasing organization in society. Family purchasing decisions depend on products, advertisements, and situations. A person generally participates in groups throughout their life - family, clubs, organizations. A person's position in each group can be identified in terms of role and status. Concern for the environment in respondents who know about environmentally friendly products is an important variable in generating the intention to buy environmentally friendly products. This indicates that many consumers will buy environmentally friendly products if the consumer is environmentally aware as an effort to minimize the negative impact on the environment caused by similar products that are not environmentally friendly.

H4: Social Influence Can Moderate Green Trust and Have a Positive Influence on Sustainability Green Repurchase Intention

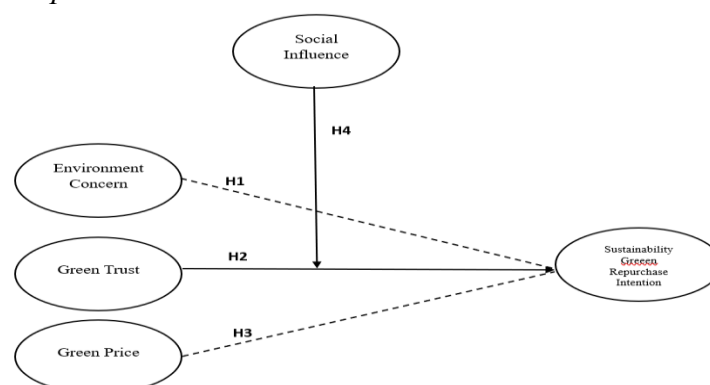


Figure 2. Conceptual Framework

METHOD

The research design begins with identifying problems at the research location, formulating the problem, and developing a basic theory to strengthen the foundation of each variable. So the sampling technique in this research uses purposive sampling, namely a technique for determining samples using certain criteria. The research time conducted in the study was April - until November 2024. The location of the research conducted by the researcher was customers who were interested in repurchasing L'occitane Products in Indonesia who were domiciled in DKI Jakarta. The sample collection technique in this study used nonprobability sampling with judgmental sampling. Judgmental sampling is a sampling technique with special criteria, namely people who are interested in repurchasing L'Occtitane products. Determining the sample size using the Hair approach in Sugiyono (2020) suggests determining the sample size based on predictor variables or independent variables. Thus, if the study uses 40 indicators, the sample needed is $40 \times 5 = 200$ respondents who are interested in repurchasing L'occitane Products in Indonesia.

Before using the questionnaire, validity and reliability tests are first carried out. Structural Equation Modeling (SEM) is applied to econometric and psychometric insights in social science studies because it can test additive models and is theoretically validated (Haenlein & Kaplan, 2004; Statsoft, 2013). Next, data analysis uses PLS-SEM (Partial Least Square Structural Equation Modeling).

RESULTS AND DISCUSSION

Result

Table 1 shows that the number of female consumers of L'occitane in Indonesia is 170 people or 85% of all consumers, while male consumers are 30 people or 15% of all consumers. Out of 200 consumers who are under 25 years old, there are 8 people or 4% of all consumers. Consumers who are 25-30 years old are 10 people or 5% of all consumers. Consumers who are 30-35 years old are 110 people or 55% of all consumers. Consumers who are over 35 years old are 72 people or 36% of all consumers. Monthly income <10 million is 38 people or 19% of all consumers. Consumers who have a monthly income of 10-15 million are 81 people or 40.5% of all consumers. Consumers who have a monthly income of 15-20 million are 66 people or 33% of all consumers. Consumers who have monthly income >20 million are 15 people or 7.5% of all consumers. Spending <4 million per month is 5 people or 2.5% of all consumers.

Table 1. Respondent Demographics

No	Gender	Age	Income per/month	Expenses per/month
1	Male 30 (15%)	<25 = 8 (4%)	<10 million = 38 (19%)	<4 million = 5 (2.5%)
2	Female 170 (85%)	25 - 30 = 10 (5 %)	10-15 million = 81 (40.5%)	4-7 million = 68 (34%)
		30 - 35 = 110 (55%)	15-20 million = 66 (33%)	7-10 million = 88 (44%)
		>35 = 72 (36%)	>20 million = 15 (7.5%)	>10 million = 39 (19.5%)

Source: PLS Output, 2024

Convergent Validity Test Results

Convergent Validity testing of the measurement model with reflexive indicators is assessed based on the correlation between the item score or component score and the construct score calculated using PLS. Individual indicators are considered valid if they have a correlation value above 0.50. Composite reliability and Cronbach's alpha testing aim to test the reliability of the instrument in a research model. If all latent variables have composite reliability and Cronbach's alpha values ≥ 0.7 , this means that the construct has good reliability or the questionnaire used as a tool in this research is reliable or consistent. Inner Model testing is the development of a concept and Theory based model in order to analyze the relationship between exogenous and endogenous variables which have been described in a conceptual framework. According to Sarwono and Narimawati in Alfa et al., 2017, if the AVE value is >0.5 then it can be said to be valid. Based on Table 2, it can be seen that the AVE value is more than 0.5 so it is said to be valid.

Table 2. Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Environment Concern	0,805	0,850	0,859	0,550
Green Price	0,885	0,885	0,920	0,743
Green Trust	0,836	0,911	0,879	0,646
Social Influence	0,933	0,940	0,942	0,597
Sustainability Green Repurchase Intention	0,901	0,903	0,927	0,717

Source: PLS Output, 2024

Table 3. Discriminant validity –Fornell – Larcker Criteria

	Environmental Concern	Green Price	Green Trust	Social Influence	Sustainability Green Repurchase Intention
Environmental Concern	0.742				
Green Price	0.619	0.862			
Green Trust	0.685	0.743	0.803		
Social Influence	0.601	0.740	0.607	0.772	
Sustainability Green Repurchase Intention	0.644	0.590	0.673	0.733	0.847

Source: Smart PLS output

Based on the Fornell-Larcker test in Table 4.10, it can be seen that the square root of the average variance extracted (\sqrt{AVE}) for each construct is greater than the correlation between one construct and another construct in the model. The AVE value based on the table above, it can be concluded that the constructs in the estimated model meet the discriminant validity criteria.

Table 4. Hypothesis Testing Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Environment Concern -> Sustainability Green Repurchase Intention	0.211	0.210	0.097	2,169	0.020
Green Price -> Sustainability Green Repurchase Intention	0.193	0.193	0.118	1,633	0.103

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Green Trust -> Sustainability Green Repurchase Intention	0.258	0.240	0.092	2,803	0.003
Social Influence x Green Trust -> Sustainability Green Repurchase Intention	0.045	0.034	0.043	1,056	0.291

Source: PLS Output, 2024

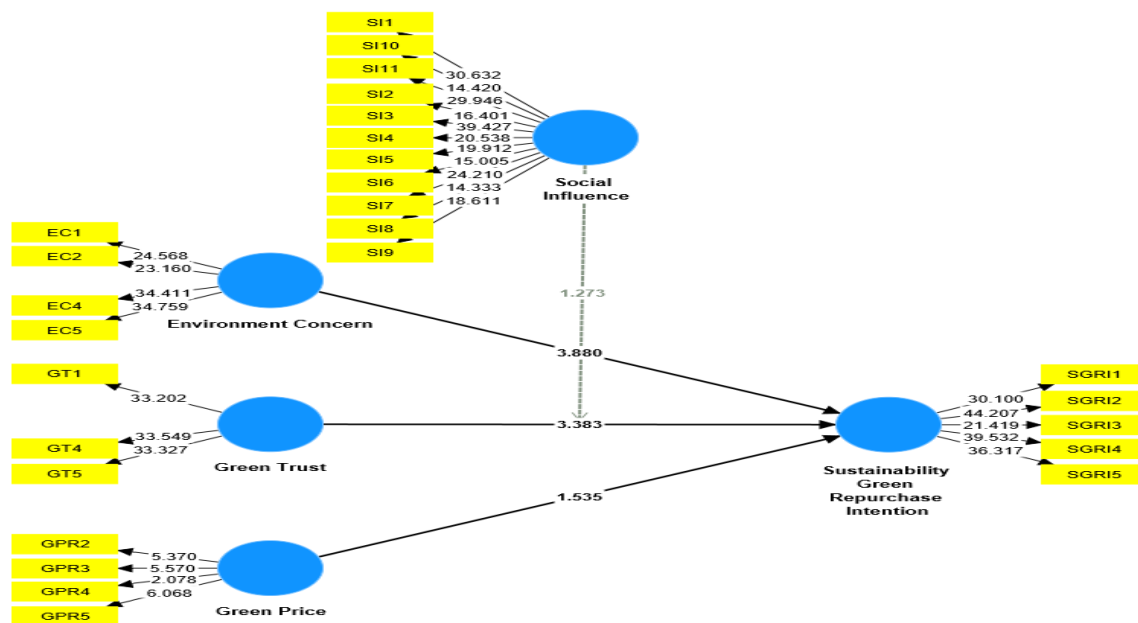


Figure 3. Bootstrapping Result

Discussion

Environmental Concern on Sustainability Green Repurchase Intention

The results of the hypothesis test in Table 4 and figure 3 show that the original sample value of Environmental Concern on Sustainability Green Repurchase Intention as big as 0.211 which shows that the direction of the relationship from Environmental Concern to Sustainability Green Repurchase Intention is positive. The calculated t value is $2,169 > (t \text{ table} = 1.65964)$ then reject H_0 . This can be seen from the p-value of $0.020 < (\alpha = 0.05)$ so it can be said that Environmental Concern has a positive and significant effect on Sustainability Green Repurchase Intention. Environmental Concern has a positive and significant effect on Sustainability Green Repurchase Intention (Reject H_0). This is because consumers are concerned about the current state of the environment that will impact the future and consumers have a commitment as humans to use existing natural resources wisely, so they will consider buying L'occitane Products because they do not cause pollution.

Green Price on Sustainability Green Repurchase Intention

Hypothesis testing in Table 4 shows that the original sample value of Green Price on Sustainability Green Repurchase Intention as big as 0.193 which shows that the direction of the relationship from Green Price on Sustainability Green Repurchase Intention is positive. The calculated t value is $1,633 < (t \text{ table} = 1.65964)$ then Accept H_0 , this can be seen from the p-value of Green Price \rightarrow Sustainability Green Repurchase Intention as big as $0.103 > (\alpha = 0.05)$ so it can be said that Green Price has a positive but not significant relationship with Sustainability Green Repurchase Intention. Green Price no significantly affect Sustainability Green Repurchase Intention (Accept H_0). This is because the price of L'occitane Products does not affect consumers in choosing the product. The high price of L'occitane Products will still be reconsidered in purchasing L'occitane Products because they do not cause pollution and depend on the suitability of consumers.

Green Trust on Sustainability Green Repurchase Intention

Based on the results of the hypothesis test in Table 4, it can be seen that the original sample value of Green Trust on Sustainability Green Repurchase Intention as big as 0.258 which shows that the direction of the relationship from Green Trust on Sustainability Green Repurchase Intention is positive. The calculated t value is $2,803 > (t \text{ table} = 1.65964)$ then reject H_0 . This can be seen from the p-value of Green Trust \rightarrow Sustainability Green Repurchase Intention as big as $0.003 < (\alpha = 0.05)$ so it can be said that Green Trust has a positive and significant effect on Sustainability Green Repurchase Intention. Green Trust has a positive and significant effect on Sustainability Green Repurchase Intention (Reject H_0). This is because L'occitane Products have a reliable environmental commitment and L'occitane Products keep their promises to produce products that truly pay attention to environmental sustainability, so consumers plan to buy L'occitane Products even though the price is expensive, because of the positive environmental contribution.

Green Trust on Sustainability Green Repurchase Intention with Social Influence as a moderating variable

The results of the hypothesis test in Table 4 show that the original sample value of Social Influence x Green Trust on Sustainability Green Repurchase Intention as big as 0.045 which shows that the direction of the relationship from Social Influence x Green Trust Sustainability Green Repurchase Intention is positive. The calculated t value is $1,056 < (t \text{ table} = 1.65964)$ then Accept H_0 , this can be seen from the p-value of Social Influence x Green Trust \rightarrow Sustainability Green Repurchase Intention as big as $0.291 > (\alpha = 0.05)$ so it can be said that Social Influence has a positive relationship direction but is not significant in moderating Green Trust on Sustainability Green Repurchase Intention. Social Influence does not moderate influence Green Trust on Green Repurchase Intention with a positive direction (Accept H_0) or Social Influence cannot strengthen influence Green Trust on Sustainability Green Repurchase Intention. This is because consumers are not people who easily accept the products offered. So basically consumers believe that L'occitane products are made from certified natural ingredients which makes consumers want to consider buying L'occitane products first.

CONCLUSIONS

In testing the hypothesis obtained, the researcher can draw the conclusion that Environmental Concern has a significant positive effect on Sustainability Green Repurchase Intention to consumers of L'occitane products in Indonesia. This means that the more the product pays attention Environment Concern with high, then Sustainability Green Repurchase Intention will increase. Green Price has no effect on Sustainability Green Repurchase Intention on consumers of L'occitane products in Indonesia. This means that the high or low price of the product does not affect the high or low sustainability green repurchase intention. Green Trust has a significant positive effect on Sustainability Green Repurchase Intention to consumers of L'occitane products in Indonesia. This means that the more the product provides High Green Trust, then consumer Sustainability Green Repurchase Intention will increase. Social Influence has a significant positive effect on Sustainability Green Repurchase Intention to consumers of L'occitane products in Indonesia. This means that it is getting better Social Influence provided by the product, then Sustainability Green Repurchase Intention will be high.

Recommendation

Environmental Concern the dominant value in the statement "Humans must live in harmony with nature in order to survive" L'occitane products should pay more attention to environmental concerns, such as harmonizing the needs of nature and humans by reducing pollution and waste in the surrounding environment. Green Trust dominant value in the statement "L'occitane products suit my needs." "L'occitane products should create green trust in the minds of consumers, such as creating needs according to consumer needs while still paying attention to green trust in the surrounding environment. There are variables Green Price dominant value in the statement "Although I like L'occitane products, I cannot afford the product." L'occitane products should provide pricing strategies to attract consumers, such as providing discounts on certain events.

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