

HOW DOES GREEN FACTOR AFFECT SATISFACTION AND PURCHASE INTENTION ON ECO-FRIENDLY PRODUCTS?

Aprilia Celline¹, Keni Keni^{2*}

^{1,2} Faculty of Economics and Business, Universitas Tarumangara, Indonesia

Email: keni@fe.untar.ac.id*

*Corresponding Author

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ABSTRACT

The high population in Indonesia causes significant accumulation of waste, leading to waste management problems and landfills adjacent to the community. This unrest created criticism of the government, prompting the issuance of plastic waste reduction regulations. The government hopes that the public can make an active contribution in overcoming this problem. Correspondingly, people are turning to eco-friendly products, including skin care products from companies like Innisfree. This study explores the influence of green value perception and green attitudes on green satisfaction and green purchase intent on the product, using Partial Least Square-Structural Equation Modelling (PLS-SEM) analysis to test the hypothesis. This study aims to empirically examine the influence of green value perception and green attitude towards green purchase intention with green satisfaction as mediation. This study used a descriptive research design with cross-sectional data collection techniques and used non-probability sampling techniques with convenience techniques on 213 environmentally friendly skin care users. The questionnaire is distributed through an online Google Form. This research shows that green attitudes and green satisfaction have a positive and significant influence on green purchase intentions in customers of environmentally friendly skin care products, but the perception of green value does not have a positive and significant influence on green purchase intentions. Furthermore, green value perceptions and green attitudes have a positive and significant effect on green satisfaction. Furthermore, green satisfaction can mediate positively and significantly green value perceptions and green attitudes towards green purchase intent. Lastly, green satisfaction can mediate positively and significantly green attitudes and green attitudes towards green purchase intentions.

Keywords: green perceived value, green attitude, green satisfaction, green purchase intention, green product

1. INTRODUCTION

Indonesia has a very large population, resulting in a significant amount of waste, including household waste from daily activities and special waste containing toxic materials or originating from natural disasters. However, effective waste management has not yet been implemented. According to data from the National Waste Management Information System (SIPSN) in 2022, the amount of waste in Indonesia increases by 34,439,338 tons annually. Based on this data, waste is dominated by food waste, which constitutes household waste.

This situation has led to some Landfills reaching excess capacity, with some even having to cease operations (Kompas, 2023). As a result, there is a buildup of waste in Waste Collection Points or locations nearest to communities, which can affect community activities and health (Republika, 2023). Often, this situation is followed by public criticism of the government regarding ineffective waste management. However, Law Number 18 of 2008 emphasizes the important role of communities in household waste management, including waste reduction and recycling efforts (Kementerian Keuangan, 2022).

Based on available information, optimal community participation in this role has not been achieved because waste in Indonesia is still dominated by household waste. However, one

simple action that can be taken by the community to contribute is by reducing the use of plastic. The government has supported this step through policies to reduce plastic waste, which can reduce up to five tons of waste daily (Times Indonesia, 2023). However, the habit of using plastic products persists because it has become ingrained. Nevertheless, according to Media Indonesia (2021), more than 73% of consumers are willing to switch to environmentally friendly products, while 41% prefer natural and organic products. Additionally, 85% of millennials and 80% of Gen Z are already aware of environmental responsibilities.

Various companies are also developing environmentally friendly (green) products to contribute to environmental conservation in response to environmental issues. These products involve food, clothing, and skincare needs, where consumers are increasingly aware of skincare health while maintaining environmental sustainability.

According to Cekindo data in 2023, there has been an increase in the number of skincare users annually. To reach this market, skincare companies have begun implementing green marketing strategies with the aim of increasing the value provided to consumers.

Based on this situation, this research aims to examine the intention to purchase environmentally friendly products, namely consumers' desire to buy products that are beneficial for skin health and environmental preservation. The purpose of this research is to identify factors influencing consumers' intention to purchase environmentally friendly products as a form of participation in environmental conservation. Keni, Aritonang, and Pamungkas (2019) argue that purchase intention is an individual's tendency to purchase a product. More specifically, green purchase intention is an individual's tendency to choose green products when considering available alternatives (Moslehpour et al., 2023).

Pratiwi and Yasa (2019) found that green perceived value, customer satisfaction, and green trust have a positive influence on green repurchase intention. Furthermore, research by Azaron et al. (2022) states that environmental knowledge, environmental attitude, and environmental concern influence green purchase intention. Moreover, green perceived value, attitude, green trust, perceived behavior control, perceived consumer effectiveness, subjective norm, collectivism, and green perceived risk significantly influence green perceived intention (Zhuang, Luo, & Riaz, 2021).

This research aims to examine the influence of green perceived value and green attitude on green purchase intention. Green perceived value is the benefits that a product can provide to consumers and the environment. Consumers will have a higher intention to purchase environmentally friendly products when they believe that the product can be beneficial to their health and environmental preservation.

Meanwhile, green attitude refers to consumers' perceptions of environmentally friendly products. A positive green attitude means that consumers feel that the product can provide benefits for themselves and the environment, while a negative green attitude can be consumers feeling that environmentally friendly products cannot provide the same benefits as regular products. When consumers have a positive green attitude, they will have a higher intention to make a purchase. Furthermore, green perceived value and green attitude can enhance green satisfaction, which is consumer satisfaction because they believe that they have contributed to environmental conservation when consuming environmentally friendly products. Subsequently, this satisfaction will increase consumers' intention to purchase

environmentally friendly products because they have experienced the benefits of the product themselves.

Based on the background above, this research aims to examine the influence of green perceived value and green attitude on green purchase intention, as well as the mediating role of green satisfaction.

Theoretical Framework and Hypotheses

This research refers to the Theory of Planned Behavior (TPB), which explains that individual behavior can be influenced by several factors. The Theory of Planned Behavior is a psychological theory that describes how beliefs, attitudes, and perceptions of an individual can influence their intentions and behaviors (Ajzen, 1985). This theory was developed as an extension of the Theory of Reasoned Action. Ahmad and Agarwal (2021) explain that the theory can elucidate planned individual behaviors, where individuals make decisions after considering all available information.

Furthermore, this study refers to this theory because Amoako, Dzogbenuku, and Abubakari (2020) state that it can be used to study pro-environmental behaviors, where this research aims to identify factors that can influence consumers' intentions to purchase environmentally friendly products (green purchase intention).

Fauzi, Hanafiah, and Kunjuraman (2022) explain that TPB consists of three psychological domains that can influence behavior: attitude, subjective norm, and perceived behavior control. Attitude reflects an individual's attitude toward behavior, subjective norm reflects the social environment's opinion on behavior, while perceived behavior control reflects an individual's ability to perform the behavior.

The relationship between green perceived value and green purchase intention

According to Zhuang et al. (2021), perceived value can enhance purchase intention. Meanwhile, Liao, Wu, and Pham (2020) stated that green consumers will consistently purchase environmentally friendly products, thus green perceived value becomes a crucial determinant for green purchase intention. Nekmahmud and Farkas (2020) argued that if consumers can perceive the benefits of environmentally friendly products, they will be interested in purchasing them. Green perceived value serves as a variable that can stimulate green purchase intention (Augusto et al., 2022). This research indicates that the perceived value or benefits experienced by consumers from environmentally friendly products will foster their intention to continue buying such products. These benefits can encompass various aspects, such as products made from natural materials or packaging that is recyclable.

H1: There is a positive influence of green perceived value on green purchase intention.

The relationship between green perceived value and green satisfaction

Amoako et al. (2020) stated that if consumers have a positive green attitude, they are more likely to purchase environmentally friendly products. Liu, Liu, and Mo (2019) and Wang, Zaman, and Alvi (2022) also demonstrated that green attitude positively influences green purchase intention. Green attitude is often regarded as the most significant factor in influencing consumer intentions (Nguyen and Le, 2020). The results of these studies indicate that consumers with a positive attitude towards environmental issues are more inclined to choose environmentally friendly products. Often, consumers will avoid products that can harm the environment, even if those products are offered at a lower price.

H2: There is a positive influence of green perceived value on green satisfaction.

The relationship between green attitude and green purchase intention

Susanti (2020) asserts that green perceived value positively influences consumer satisfaction towards green products. Research conducted by Augusto et al. (2022) and Augusto et al. (2023) also shows similar results, indicating that green perceived value is positively related to green satisfaction. These findings imply that consumers feel satisfied with various perceived benefits of environmentally friendly products. This satisfaction stems from consumers feeling they are contributing to environmental preservation efforts. Additionally, consumers can feel satisfied knowing that product packaging can be recycled and does not generate waste.

H3: There is a positive influence of green attitude on green purchase intention.

The relationship between green attitude and green satisfaction

Khandelwal, Kulshreshtha, and Tripathi (2019) demonstrate a positive influence of green attitude on green satisfaction. Lakatos et al. (2021) similarly show that green attitude significantly affects green satisfaction. Meanwhile, Junior et al. (2019) argue that attitude impacts satisfaction. These various studies indicate that consumers with a positive attitude towards environmental issues tend to feel satisfied after consuming environmentally friendly products. This satisfaction arises because consumers understand the positive impacts that can result from using such products and the negative impacts avoided by not using products that can pollute the environment.

H4: There is a positive influence of green attitude on green satisfaction.

The relationship between green satisfaction and green purchase intention

Consumers who are satisfied with a product are likely to have the intention to purchase it (Ha, 2021). Luo, Li, and Sun (2022) demonstrate that green satisfaction positively influences green purchase intention. Al-Quran et al. (2020) also found that green satisfaction has a positive and significant effect on green purchase intention. Consumer satisfaction with environmentally friendly products may stem from their belief that they have contributed to environmental preservation efforts. These various studies indicate that consumers who experience satisfaction are inclined to intend to choose environmentally friendly products to continue participating in such efforts.

H5: There is a positive influence of green satisfaction on green purchase intention.

Green satisfaction mediates green perceived value and green purchase intention

Augusto et al. (2022) emphasize the importance of green perceived value in influencing green satisfaction, which subsequently impacts green purchase intention. This viewpoint is supported by Juliana, Djakasaputra, and Pramono (2020), Gil and Jacob (2018), and Tarabieh (2021), who demonstrate that green satisfaction mediates the effect of green perceived value on green purchase intention. Their research indicates that consumers who perceive the environmental benefits of a product will feel satisfied with it. Furthermore, this satisfaction motivates consumers to preferentially purchase environmentally friendly products over those that can harm the environment.

H6: Green satisfaction can mediate the influence of green perceived value on green purchase intention.

Green satisfaction mediates green attitude and green purchase intention

Onurlubas (2018) and Zhuang, Luo, and Riaz (2021) state that green satisfaction mediates the influence of green attitude on green purchase intention. Various studies indicate that consumers with a positive attitude towards environmental issues feel satisfied with environmentally friendly products and consequently increase their intention to purchase these products. Green attitude is demonstrated through an understanding of environmental

conditions and various efforts that can contribute to environmental preservation. Consumers who possess this knowledge tend to feel satisfied when consuming environmentally friendly products because they believe they are participating in environmental conservation efforts. Moreover, this satisfaction can motivate consumers to purchase more environmentally friendly products.

H7: Green satisfaction can mediate the influence of green attitude on green purchase intention.

Based on the hypotheses provided above, the research model as follows:

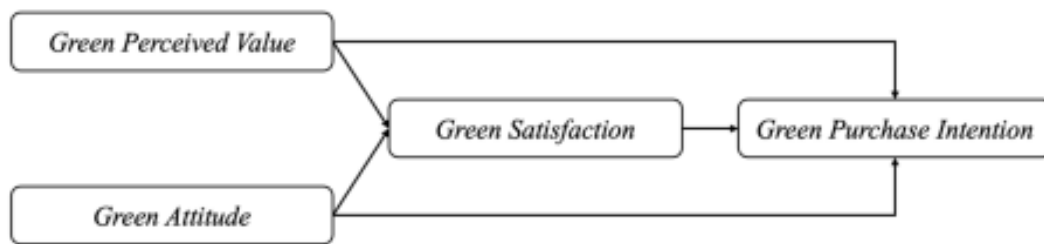


Figure 1. Proposed Conceptual Framework

2. RESEARCH METHOD

This study employs a descriptive research design with a cross-sectional data collection technique, utilizing non-probability sampling with convenience sampling method on 213 environmentally friendly skincare users. The sample size in this study refers to Hair et al. (2021), where the sample size can be determined by multiplying the number of indicators by 10. In this study, there are 21 indicators, thus the sample size is 210 respondents. Data for this research were obtained through a questionnaire distributed online via Google Form with a 6-point Likert scale. This study utilizes Smart PLS 4.0 software for data analysis.

The measurement of the green perceived value variable is adapted from Augusto et al. (2022) and Confete, Scarpi, Russo (2019), while the measurement of the green attitude variable is adapted from Munamba and Nuangjamnong (2021). Furthermore, the measurement of the green purchase intention variable is adapted from Munamba and Nuangjamnong (2021), and the measurement of the green satisfaction variable is adapted from Augusto et al. (2022) and Ha (2022). The measurement of variables can be seen in the table below.

Table 1. Measurements / Indicators of Each Variable

| Variable | Measurements | Indicators |
|-----------------------|---|------------|
| Green Perceived Value | This product is valuable because it provides more benefits than the cost to acquire it. | GPV1 |
| | The environmental function of this product provides good value to me. | GPV2 |
| | This product has more environmental concern than other products. | GPV3 |
| | This product is environmentally friendly. | GPV4 |
| | This product has more environmental benefits than other products. | GPV5 |
| Green Attitude | I believe that the environmental reputation of green products can be relied upon. | GA1 |
| | I believe that the environmental performance of green products can be relied upon. | GA2 |
| | I think that the environmental claims made by green products can be relied upon. | GA3 |

| | | |
|--------------------------|--|------|
| | The environmental awareness of green products meets expectations. | GA4 |
| | Green products deliver on promises for environmental protection. | GA5 |
| | Green products are responsible for environmental protection. | GA6 |
| | In the future, I intend to seek out environmentally friendly products. | GPI1 |
| | In the future, I will spend more time looking for eco-friendly alternatives to what I usually buy. | GPI2 |
| Green Purchase Intention | I will spend time exploring company websites to learn more about environmentally friendly options. | GPI3 |
| | I am willing to purchase green products for ecological reasons | GPI4 |
| | I plan to continue purchasing environmentally friendly products soon. | GPI5 |
| Green Purchase Intention | Using green products makes me feel satisfied. | GS1 |
| | This product is my choice because of its environmental commitment. | GS2 |
| | Because of its environmental credentials, buying this product is a smart idea. | GS3 |
| | I am happy with this product purchase because it is environmentally friendly. | GS4 |
| | I like this product because of its environmental awareness. | GS5 |

3. RESULTS AND DISCUSSIONS

Based on the collected data, the majority of respondents in this study are females aged 21-25 years old, with a highest education level of high school. Furthermore, most respondents are students and have a monthly income ranging from Rp 1,000,000 to Rp 4,999,999. The majority of respondents have been using the skincare products for less than 6 months, with a budget for purchasing the products less than Rp 500,000, and the reason for choosing the products is because of their quality.

The outer model analysis is conducted through validity and reliability analysis. The purpose of validity and reliability testing is to assess the accuracy of the research instrument in measuring variables and the consistency of the instrument when used to measure the same object repeatedly. Validity analysis consists of convergent validity and discriminant validity analysis.

Convergent validity analysis consists of loading factor analysis and Average Variance Extracted (AVE) analysis. According to Hair et al. (2019), the loading factor value can be considered valid if it is greater than 0.70, while the AVE value can be considered valid if it is greater than or equal to 0.50. The results of both analyses are attached in tables 2 and 3.

Table 2. Loading Factor Analysis

| Indikator | Green Attitude | Green Perceived Value | Green Satisfaction | Green Purchase Intention |
|-----------|----------------|-----------------------|--------------------|--------------------------|
| GA1 | 0.852 | | | |
| GA2 | 0.832 | | | |
| GA3 | 0.734 | | | |
| GPV2 | | 0.805 | | |
| GPV3 | | 0.824 | | |
| GPV5 | | 0.798 | | |
| GS1 | | | 0.798 | |
| GS2 | | | 0.812 | |
| GS3 | | | 0.796 | |
| GPI3 | | | | 0.832 |
| GPI4 | | | | 0.811 |
| GPI5 | | | | 0.820 |

Table 3. Average Variance Extracted Analysis

| Variabel | Average Variance Extracted (AVE) |
|--------------------------|----------------------------------|
| Green Attitude | 0.653 |
| Green Perceived Value | 0.673 |
| Green Satisfaction | 0.655 |
| Green Purchase Intention | 0.643 |

Meanwhile, discriminant validity analysis consists of cross-loading analysis, which should have values greater than 0.70, and the correlation of an indicator with the same variable should be greater than its correlation with other variables (Hair et al., 2019). Additionally, it utilizes Heteroit-Monotrait ratio (HTMT) analysis, which should be less than 0.90 for the data to be considered valid (Hair et al., 2019). Discriminant validity analysis is performed based on cross-loading analysis in Table 4 and Heteroit-Monotrait ratio (HTMT) analysis in Table 5.

Table 4. Cross Loading Analysis

| Indikator | Green Attitude | Green Perceived Value | Green Satisfaction | Green Purchase Intention |
|-----------|----------------|-----------------------|--------------------|--------------------------|
| GA1 | 0.852 | 0.271 | 0.477 | 0.410 |
| GA2 | 0.832 | 0.278 | 0.379 | 0.348 |
| GA3 | 0.734 | 0.287 | 0.323 | 0.362 |
| GPV2 | 0.317 | 0.805 | 0.394 | 0.253 |
| GPV3 | 0.218 | 0.824 | 0.362 | 0.231 |
| GPV5 | 0.293 | 0.824 | 0.345 | 0.293 |
| GS1 | 0.406 | 0.332 | 0.798 | 0.412 |
| GS2 | 0.414 | 0.285 | 0.812 | 0.551 |
| GS3 | 0.369 | 0.476 | 0.796 | 0.452 |
| GPI3 | 0.402 | 0.274 | 0.442 | 0.832 |
| GPI4 | 0.415 | 0.239 | 0.482 | 0.811 |
| GPI5 | 0.415 | 0.239 | 0.528 | 0.820 |

Therefore, based on the convergent validity and discriminant validity analysis results provided in the tables above, it can be concluded that all variables in this study are valid. Next, the inner-model measurement analysis is conducted using R-Square (R^2) test, effect size (f^2) test, Goodness of Fit (GoF) test, path coefficient analysis, and hypothesis testing.

Table 5. Heteroit-Monotrait Ratio Analysis

| Variabel | Green Attitude | Green Perceived Value | Green Purchase Intention |
|--------------------------|----------------|-----------------------|--------------------------|
| Green Purchase Intention | 0.497 | | |
| Green Perceived Value | 0.893 | 0.476 | |
| Green Satisfaction | 0.622 | 0.854 | 0.582 |

Based on Table 6, the variable green satisfaction has an R^2 value of 0.389 or 38.9%, indicating that green perceived value and green attitude can explain 38.9% of the variation in the green satisfaction variable, while the remaining 61.1% is explained by other variables. This R^2 value falls into the weak category as it is less than 0.5. Furthermore, the variable green purchase intention has an R^2 value of 0.336 or 33.6%, indicating that green perceived value, green attitude, and green satisfaction can explain 33.6% of the variation in the green purchase intention variable, while the remaining 66.4% is explained by other variables. This R^2 value also falls into the weak category as it is less than 0.5.

Table 6. R-Square (R^2)

| Variabel | R-square |
|--------------------------|----------|
| Green Satisfaction | 0.389 |
| Green Purchase Intention | 0.336 |

Based on Table 11, green perceived value does not influence green purchase intention because the f^2 value is less than 0.02. Green attitude has a small effect on green purchase intention because the f^2 value is greater than 0.02. Green satisfaction has a moderate effect on green purchase intention because the f^2 value is greater than 0.15. Green attitude has a moderate effect on green satisfaction because the f^2 value is greater than 0.15, and green perceived value has a small effect on the green satisfaction variable because the f^2 value is greater than 0.02.

Table 7. Effect Size (f^2)

| Variabel | f^2 | Results |
|--|-------|-----------------|
| Green Attitude → Green Purchase Intention | 0.060 | Small effect |
| Green Perceived Value → Green Purchase Intention | 0.001 | No effect |
| Green Satisfaction → Green Purchase Intention | 0.236 | Moderate effect |
| Green Attitude → Green Satisfaction | 0.195 | Small effect |
| Green Perceived Value → Green Satisfaction | 0.139 | Small effect |

In this study, a cut-off value of 0.05 was used to determine whether or not the relationships between variables were significant, using or implementing a significance level of 95%. A significant relationship between the variables can be inferred if the relationship's p-value is less than 0.05. The results of path coefficient analysis are attached in tables 8. All relationships were found to be significant based on the path coefficient analysis results shown in Table 8, which further suggests that all of the study's hypotheses were supported.

Table 8. Path Coefficient Analysis

| Variabel | Path Coefficient | Results |
|--|------------------|----------|
| Green Attitude → Green Purchase Intention | 0.223 | Positive |
| Green Perceived Value → Green Purchase Intention | 0.032 | Positive |
| Green Satisfaction → Green Purchase Intention | 0.466 | Positive |
| Green Attitude → Green Satisfaction | 0.383 | Positive |
| Green Perceived Value → Green Satisfaction | 0.323 | Positive |

Table 9. Hypotheses Testing Results

| Variabel | t-statistics | p-values | Results |
|---|--------------|----------|---------------|
| H1: Green Perceived Value → Green Purchase Intention | 0.449 | 0.654 | Not Supported |
| H2: Green Perceived Value → Green Satisfaction | 5.658 | 0.000 | Supported |
| H3: Green Attitude → Green Purchase Intention | 2.840 | 0.005 | Supported |
| H4: Green Attitude → Green Satisfaction | 5.101 | 0.000 | Supported |
| H5: Green Satisfaction → Green Perceived Value | 6.163 | 0.000 | Supported |
| H6: Green Perceived Value → Green Satisfaction → Green Purchase Intention | 3.895 | 0.000 | Supported |
| H7: Green Attitude → Green Satisfaction → Green Purchase Intention | 3.865 | 0.000 | Supported |

Hypothesis testing aims to conclude whether hypotheses can be accepted or rejected based on the t-statistics and p-value. The confidence level of this study is 95%, so according to Hair et al. (2019), if the t-statistics value is greater than 1.96 and the p-value is less than 0.05, then the hypothesis can be accepted. Hypothesis testing is conducted by comparing the t-statistics

and p-value to determine whether the hypothesis is accepted or rejected. The results of hypothesis testing are summarized in Table 9.

Based on Table 9, the results of the first hypothesis testing indicate that the hypothesis is rejected. Therefore, there is no significant positive influence of green perceived value on green purchase intention among environmentally friendly skincare product customers. These results may be related to the characteristics of the respondents, indicating that the majority of respondents have only been using the product for less than 6 months. Consequently, within this short period, respondents may not fully understand the benefits of the product for the environment, and as a result, green perceived value does not influence green purchase intention. Additionally, the results indicate that customers are aware of and engage in other efforts to contribute to environmental conservation, such as reducing the use of plastic bags. Therefore, when choosing environmentally friendly products, the benefits offered by these products to the environment may not be a factor influencing their purchase intention.

Furthermore, the second hypothesis is accepted, indicating a significant and positive influence of green perceived value on green satisfaction among environmentally friendly skincare product customers. These results suggest that customers who have experienced the quality and benefits of environmentally friendly products will feel satisfied because they feel indirectly involved in environmental conservation efforts. These environmental conservation efforts are supported by the company's environmentally friendly product programs, which collect used product packaging for recycling. As a result, consumers feel satisfied because they have participated in reducing waste from the packaging. Moreover, the environmentally friendly products can engage in partnerships involving consumers in communities to actively participate in activities supporting environmental sustainability. Through this positive connection, it can enhance the perceived value by customers.

Moreover, the third hypothesis is accepted, indicating a significant and positive influence of green attitude on green purchase intention among environmentally friendly skincare product customers. Customers with a positive attitude towards environmental conservation are more inclined to choose environmentally friendly products, thereby increasing the intention of individuals with such attitudes to purchase them. This behavior stems from people's detailed understanding of the importance of environmental preservation. Furthermore, customers with positive environmental attitudes often do not mind spending more money compared to purchasing non-environmentally friendly products at a lower price. They are willing to pay extra because they believe that the additional amount is used to contribute to environmental conservation. Environmental skincare product companies can strengthen their connection with customers by appealing to the green attitudes of customers through enhancing promotion regarding the company's commitment and initiatives towards environmental sustainability. This can build a positive brand image and show environmental care, thus reaching a broader customer base. Furthermore, the environmentally friendly skincare brand can offer special deals or discounts to loyal customers who frequently purchase eco-friendly products from the brand.

Furthermore, the fourth hypothesis is accepted, indicating a significant and positive influence of green attitude on green satisfaction among environmentally friendly skincare product customers. Customers who understand the importance of environmental preservation tend to feel satisfied if they can contribute to such preservation. In this regard, customers with a positive attitude towards the environment are likely to feel more satisfied with eco-friendly products because the benefits of these products feel more complete when accompanied by

efforts towards environmental preservation. Companies can adapt and provide services aligned with the environmental values embraced by customers, thereby creating more satisfying experiences for them. Additionally, transparency regarding the environmentally friendly ingredients used in Innisfree products can attract customers with green attitudes and build trust among them.

Furthermore, the fifth hypothesis is accepted, indicating a significant and positive influence of green satisfaction on green purchase intention among environmentally friendly skincare product customers. This result implies that individuals who feel satisfied with eco-friendly products are more likely to intend to choose and purchase these products. This satisfaction can stem from the perceived quality of the product as well as its contribution to environmental preservation. Often, customers experience this satisfaction after realizing the benefits of the product, while also believing that consuming such products contributes to environmental preservation. Strategies that can support these results include collecting and sharing testimonials from customers expressing satisfaction with eco-friendly skincare products. Additionally, companies can collaborate with influencers who are active in environmental issues and use eco-friendly products to enhance the product's appeal.

Next, the sixth hypothesis is accepted, indicating that green satisfaction significantly mediates the effect of green perceived value on green purchase intention among environmentally friendly skincare product customers. This study shows that green perceived value may not directly influence green purchase intention but can have an effect when mediated by green satisfaction. This suggests that after customers experience the benefits of environmentally friendly products in terms of environmental preservation, they must first be aware of and satisfied with the results of such preservation efforts. Subsequently, the benefits of the product and its environmental impact will increase customers' intentions to purchase eco-friendly products. Based on these findings, eco-friendly skincare product brands need to improve targeted communication about their environmentally friendly products and perceived environmental values so that customers can become aware of and satisfied with their products. Additionally, companies can create marketing campaigns that not only emphasize the product's value but also focus on customer experience and satisfaction to increase their purchase intentions. To address concerns and questions about eco-friendly products, companies can provide a platform to answer questions and provide support to enhance customer satisfaction.

Lastly, the seventh hypothesis is accepted, indicating that green satisfaction mediates the effect of green attitude on green purchase intention among environmentally friendly skincare product customers. The brand offers environmentally friendly products, while a positive green attitude reflects customers' positive attitudes toward these products. This shared environmental preservation perspective will enhance customer satisfaction when using the products, thereby motivating them to purchase them. Moreover, this satisfaction can arise from the joy of using eco-friendly products because customers believe they are contributing to environmental preservation. Companies need to continue focusing on environmentally friendly services and providing satisfying experiences to strengthen the connection between green attitude and customer satisfaction. Providing education about the positive impacts of purchasing eco-friendly products can increase awareness among the public, thereby strengthening purchase intentions. Actively listening to customer feedback is also a strategy that can be used by eco-friendly brands. With this feedback, eco-friendly products can be developed based on customer experiences to maintain or even increase satisfaction, which can trigger purchase intentions.

4. CONCLUSIONS AND SUGGESTIONS

This research concludes that green perceived value does not significantly and positively influence green purchase intention among environmentally friendly skincare product customers, whereas green attitude does significantly and positively influence green purchase intention among such customers.

Furthermore, both green perceived value and green attitude significantly and positively influence green satisfaction among environmentally friendly skincare product customers. Moreover, green satisfaction significantly and positively influences green purchase intention among these customers. Green satisfaction mediates the effects of green perceived value and green attitude on green purchase intention positively and significantly among environmentally friendly skincare product customers.

Suggestions for environmentally friendly skincare product companies include continuously developing products made from natural ingredients so that customers can experience green satisfaction, which can increase their intention to purchase the products. Additionally, companies can conduct periodic environmentally friendly programs to increase green attitude among consumers, which can subsequently influence their intention to purchase the products. Furthermore, this study concludes that green perceived value does not significantly influence green purchase intention but does significantly influence it when mediated by green satisfaction. Therefore, companies need to emphasize the benefits of their products for environmental conservation, so that customers who are satisfied with this conservation effort will have a higher intention to purchase the products.

Additionally, this study has some limitations, such as the duration of product use by respondents, which is less than 6 months, being a primary limitation. The rejection of the first hypothesis, which examines the influence of green perceived value on green purchase intention, could be influenced by this duration. It is possible that respondents have not yet felt the environmental benefits of Innisfree products. Therefore, this study suggests that future researchers investigate this research model with respondents who have been using the products for more than 1 year. Another limitation is that this study only examines 213 Innisfree customers, so this number may not fully represent the entire population of Innisfree customers.

This study suggests that future researchers add other variables that may influence green purchase intention, such as brand awareness and brand trust (Hadi & Keni, 2022), to understand other factors that may affect customers' intentions to purchase environmentally friendly products.

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