



THE INFLUENCE OF GREEN PRODUCT QUALITY, GREEN BRAND TRUST AND GREEN BRAND IMAGE ON GREEN PURCHASE INTENTION AND ITS IMPLICATIONS ON GREEN PURCHASE BEHAVIOR (A STUDY ON CUSTOMERS OF THE BODY SHOP PRODUCTS IN SOUTH TANGERANG CITY)

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Abstract

A study has been conducted with the title The Influence of Green Product Quality, Green Brand Trust and Green Brand Image on Green Purchase Intention and Its Implications on Green Purchase Behavior (Study on The Body Shop Product Customers in South Tangerang City. This study aims to determine the Influence of Green Product Quality, Green Brand Trust and Green Brand Image on Green Purchase Intention and Its Implications on Green Purchase Behavior. The research sample was 370 respondents. The data collection technique used in this study was by distributing questionnaires to obtain data, with reference to the Likert scale. This study uses the Quantitative Method with Smart PLS Testing. The results of the study show that Green Product Quality has a positive and significant influence on Green Purchase Intention, Green Brand Trust has a positive and significant influence on Green Purchase Intention, Green Brand Image has a positive and significant influence on Green Purchase Intention, Green Product Quality has a positive and significant influence on Green Purchase Behavior, Green Brand Trust has a positive and significant influence on Green Purchase Behavior, Green Brand Image has a positive and significant influence on Green Purchase Intention, Green Product Quality has a positive and significant influence on Green Purchase Behaviour through Green Purchase Intention, Green Brand Trust has a positive and significant influence on Green Purchase Behaviour through Green Purchase Intention, Green Brand Image has a positive and significant influence on Green Purchase Behaviour through Green Purchase Intention, and Green Purchase Intention has a positive and significant influence on Green Purchase Behaviour.

Keywords: Green Product Quality, Green Brand Trust, Green Brand Image, Green Purchase Intention, Green Purchase Behavior

INTRODUCTION

The global cosmetics industry, including Indonesia, is experiencing rapid growth thanks to rising incomes, urbanization, and the influence of social media. In Indonesia, this sector continues to grow despite facing economic challenges. The number of cosmetics companies increased by 21.9% from 2022 to 2023. The green cosmetics trend is also increasing significantly due to consumers' environmental and health awareness. More than 40% of buyers now choose natural ingredients. The natural ingredients industry is projected to grow from USD 642 million (2022) to USD 1,095 million (2030). In Indonesia, the green cosmetics market grew by 7.2% annually (2019-2023), and the number of products jumped to 467,919 in 2023, a more than tenfold increase in the past five years.

The rapid growth of the cosmetics industry has sparked intense competition among players, from global to local brands. To survive, companies must deliver differentiated added value, not just product quality. Meanwhile, demands for sustainability are growing. Consumers are now more concerned about the origins, production processes, and environmental impact of cosmetics. However, many companies still haven't fully implemented environmentally friendly practices, despite the potential negative impacts of high product consumption on health and the environment.

Ironically, despite increasing discussion of environmental issues, consumer awareness has not yet translated into purchasing behavior. Consumers often prioritize price and effectiveness over "green" aspects. This demonstrates a gap between green awareness and green purchasing behavior. Negative perceptions of green product quality, such as perceived inefficiency compared to conventional products, are a major obstacle. Therefore, companies need education, innovation, and appropriate communication strategies. There is still little research exploring the relationship between green product quality, trust in green brands, and brand image on purchase intentions. Companies need to understand these factors to develop appropriate strategies for marketing environmentally friendly products. One major challenge is the practice of greenwashing, which involves making false claims about sustainability. Greenwashing undermines consumer trust and creates skepticism, which is detrimental to brands that are truly committed.

To build credibility, a company cannot simply launch a single green product; it must consistently apply sustainability principles throughout its entire production and marketing chain. Without consistency, consumer trust is difficult to build, and the transition to a truly sustainable cosmetics industry will be hampered.

Several cosmetic companies in Indonesia are starting to focus on eco-friendly and sustainable products. These include Skin Dewi, which uses natural and organic ingredients in every stage of its production; Sensatia Botanicals, with its commitment to natural ingredients and sustainable business practices; and The Body Shop, a global pioneer in eco-friendly cosmetics that refuses animal testing. Local brands like N'PURE and REI Skin also prioritize natural ingredients, are fragrance-free, and are gentle on sensitive skin. Large companies like Mustika Ratu and Martina Berto (Sariayu) are starting to adopt natural ingredients and more responsible production practices.

Public awareness of green products in Indonesia is growing, encouraging more brands to adopt sustainability principles. However, price remains a barrier. Green products are often more expensive due to the use of organic raw materials and environmentally friendly technologies. This makes it difficult to penetrate the lower-middle market segment. Therefore, companies need to reduce costs or effectively communicate the added value of green products. Furthermore, despite ongoing campaigns to reduce plastic waste, many consumers still prefer single-use packaging because it is considered more practical and affordable. This habit is difficult to change, even though awareness of the plastic waste issue is quite high.

On the regulatory side, the Food and Drug Authority (BPOM), through Regulation No. 18 of 2015, has banned hazardous chemicals such as mercury, rhodamine B, and retinoic acid in cosmetics. However, supervision and consumer education are still necessary to ensure the safety and sustainability of products on the market.

A Snapcart survey revealed that 84% of Indonesians have purchased eco-friendly products, while 16% have not. The main obstacle is a lack of understanding of the concept of green products (45%), followed by higher prices (22%) and limited access (20%). Furthermore, 13% of respondents still choose conventional products due to convenience and habit. Despite the challenges, the high percentage of green product users represents a significant opportunity. Companies and the government need to increase education, expand distribution, and reduce prices to make eco-friendly products more affordable and widely known.

The Body Shop avoids animal testing, relying on scientific methods and human testing. They also continue to innovate in their products and packaging, including the use of natural ingredients and recycled plastics. For example, their Shea Body Butter contains 97% natural ingredients and their Strawberry Body Yogurt contains 90%, both packaged in recycled plastic and are vegan or fair trade certified, and have a high effectiveness score (4.3-4.5). Eco-friendly products are safe for humans and nature, while minimizing waste. Implementing this principle requires support from all parties to encourage change towards more sustainable consumption and production.

Table 1 DataGreen Product Quality The Body ShopSouth Tangerang

Product name	Main Raw Materials	% Natural Ingredients	Packaging	Packaging Recycling	Certification	Skin Irritation Test	Effectiveness Score
Shea Body Butter	Shea Butter	97%	Recycled Plastic	100%	Fair Trade	Negative	4.5
Tea Tree Facial Wash	Tea Tree Oil	95%	Recycled Plastic	75%	Vegan Society	Negative	4.7
Strawberry Body Yogurt	Strawberry Juice	90%	Recycled Plastic	100%	Vegan Society	Negative	4.3
Himalayan Charcoal Purifying Glow Mask	Bamboo Charcoal	92%	Glass	90%	Ecocert	Negative	4.6
Banana Shampoo	Banana Puree	88%	Recycled Plastic	75%	Fair Trade	Negative	4.2
Moringa Conditioner	Moringa Seed Oil	85%	Recycled Plastic	75%	Vegan Society	Negative	4.1

Source: The Body Shop South Tangerang, 2024

Trust in green brands and a positive brand image play a crucial role in consumer purchasing decisions for environmentally friendly products. Consumers are more likely to purchase green products if they believe the brand is truly committed to sustainability. A strong green brand image can form a positive emotional connection with consumers, driving green purchase intentions, the willingness to purchase green products in the future. This intention forms the basis for green purchase behavior, the concrete action of purchasing environmentally friendly products. The Body Shop, known for its consistent sustainability practices, serves as a case study in this research. South Tangerang City was chosen due to its high level of environmental awareness and the presence of The Body Shop outlets, which facilitate consumer access to green products.

This research has significant potential for novelty through several aspects. First, this research combines variables *green product quality*, *green brand trust*, And *green brand images* simultaneously to test its effect on *green purchase intention* and its implications for *green purchase behaviour* in the context of cosmetic products, something that has not been widely explored in an integrated manner in previous studies. Second, the focus on The Body Shop as a brand with a strong green reputation allows this study to provide a deeper understanding of how sustainability image influences consumer behavior towards green products. Third, the geographical context of South Tangerang City provides a relevant local perspective, given that this region is an urban area with a relatively high level of environmental awareness, thus producing different findings compared to studies in other regions. Fourth, this study is expected to produce useful practical implications, especially for The Body Shop and other cosmetic companies, in designing more effective and contextual green product marketing strategies in the Indonesian market, especially in urban areas.

Based on the description above, this study formulated ten main questions for analysis. This study wants to find out whether *Green Product Quality*, *Green Brand Trust*, And *Green Brand Image* each has a positive influence on *Green Purchase Intention* And *Green Purchase Behaviour*. In addition, this study also explores the indirect influence of these three variables on *Green Purchase Behaviour* through *Green Purchase Intention* as a mediating variable. Finally, this study wants to test whether *Green Purchase Intention* directly has a positive impact on *Green Purchase Behaviour*.

By exploring these gaps, this research is expected to make a significant contribution to understanding the influence of environmental factors on consumer behavior and its implications for sustainability. It is also expected to provide theoretical and practical contributions. Theoretically, this research will enrich the literature on green marketing and consumer behavior. Practically, this research will provide useful information for The Body Shop and other companies in developing their own strategies. ***green product quality, green brand trust, green brand image, green purchase intention*** And ***green purchase behavior***.

LITERATURE REVIEW

Green Product Quality

Products are crucial for business continuity because without them, a company cannot operate. Consumers choose products that meet their needs and desires, so marketing success depends on this fit. Green products emerged in response to environmental issues such as global warming, pollution, and waste, encouraging consumers to choose environmentally friendly products. Chang and Fong (2010) define green products as: *Green Product Quality* as features, design, and packaging that support energy efficiency and recycling. Durif (2010), Suwarman (2012), and Tarabieh (2018) emphasize reducing environmental impacts throughout the product's life cycle. Ottman (2011) states that green products are durable and safe for health.

Green Brand Trust

Consumer trust in a company arises from the belief that the company will meet their needs, not just offer products (Z. Ahmad et al., 2016; Benhardy et al., 2020). In marketing, trust involves a company's reliability and goodwill (Chen, 2015). *Green trust* arises when consumers are confident in a brand's environmental performance (Hussain, 2017). Chen (2010, 2015) defines *green trust* as a willingness to rely on a brand based on credibility and environmental commitment. Astini (2017), and Yang & Zhao (2019) emphasize that *green trust* built from consumer perceptions of a brand's commitment to environmental conservation. According to Sung et al. (2021), *green trust* forming positive attitudes and increasing the value of environmentally friendly products in the eyes of consumers.

Green Brand Image

Green Brand Image is a consumer's mental image of a brand perceived as responsible and environmentally friendly (Cretu & Brodie, 2007). This encompasses perceptions of quality and environmental commitment, which shape consumer awareness and concern for green products (Darlius & Keni, 2021). Yu-Shan Chen (2010) states that green brand image is a brand's perception related to its commitment to environmental issues. Doszhanov & Ahmad (2015) and Hussain (2017) emphasize that this image stems from consumers' beliefs and perceptions of the attributes of environmentally friendly products. Keller (2019) refers to it as a brand association in consumers' minds.

Green Purchase Intention

According to Rodhiah (2021), *purchase intention* Purchase intention is a consumer's mental state reflecting their plan to purchase a product from a particular brand. Alhadid and Alhadeed (2017) added that purchase intention is a consumer's willingness to purchase a product in the future. Febriani (2019) stated that purchase intention arises after product stimulation and the desire to own it. Mahmoud (2018) defined purchase intention as a consumer's likelihood of

purchasing in the future. Shidiq & Widodo (2018) emphasized that purchase intention for environmentally friendly products is related to awareness and willingness to protect the environment. Overall, purchase intention is influenced by attitudes and beliefs about product quality.

Green Purchase Behaviour

Environmentally friendly purchasing behavior or *Green Purchase Behaviour*, defined as the purchase of environmentally friendly products and the avoidance of products that can harm the environment. These products are generally recyclable and beneficial to the environment, while consumers are expected to avoid products that harm the environment and society. Consumers with this behavioral orientation are often willing to pay more for products perceived as more environmentally friendly.

Thinking Framework

This study examines the influence of Green Product Quality, Green Brand Trust, and Green Brand Image on Green Purchase Intention and Green Purchase Behavior with nine main points. **First**, Green Product Quality influences Green Purchase Intention because consumers are increasingly concerned about health and the environment, forming the intention to purchase green products (Durif et al., 2010). **Second** Green Brand Trust is important because trust in a brand increases brand value and green purchase intention (Chen, 2010). Third, Green Brand Image also influences Green Purchase Intention, although study results vary (Gil & Jacob, 2018). **Fourth**, Green Product Quality has a direct positive impact on Green Purchase Behavior, where good green product quality encourages purchasing behavior (Wu et al., 2018). **Fifth**, Green Brand Trust has a positive influence on green purchasing behavior because trust in environmental claims motivates positive attitudes (Liang & Chaipoopirutama, 2014). **Sixth**, Green Brand Image also influences Green Purchase Behavior through purchase intention which is a mediator (Deghanan & Bakhshandeh, 2014). **Seventh**, Green Purchase Intention mediates the relationship between Green Product Quality and Green Purchase Behavior, confirming that green purchase intention is an important link (Wu et al., 2018). **Eighth**, Green Brand Trust also influences Green Purchase Behavior through Green Purchase Intention, indicating a mediating role of purchase intention (Lee et al., 2011). **Ninth**, Green Brand Image has an indirect effect on green purchasing behavior through purchase intention which mediates the relationship. **Tenth** Green Purchase Intention itself is a consumer's willingness to purchase environmentally friendly products and is the primary motivation before actual purchasing behavior occurs. Previous research shows that green purchase intention has a significant positive effect on green purchasing behavior (Yadav & Pathak, 2017; Chaudary & Bisai, 2018). Therefore, green purchase intention is a key factor driving the purchase of green products.

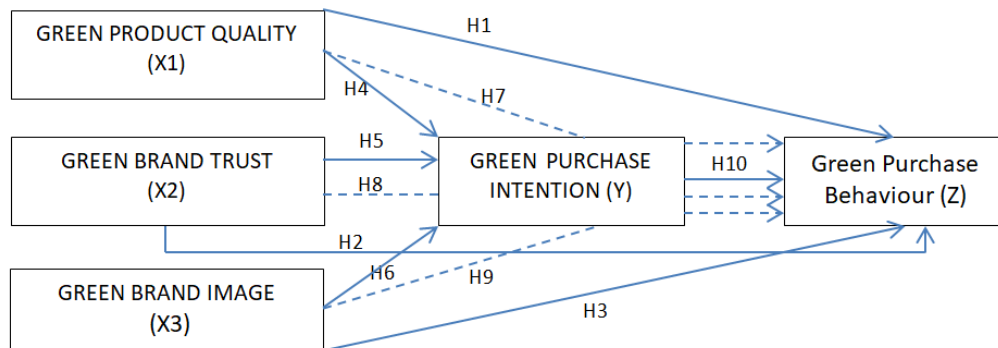


Figure 1 Conceptual Framework of the Research

Research Hypothesis

Based on the theoretical study and empirical study of the description above, the following hypothesis can be made in this research:

- H₁: There is a positive influence *Green Product Quality* to *Green Purchase Intention* To The Body Shop Product Customers in South Tangerang City.
- H₂: There is a positive influence *Green Brand Trust* to *Green Purchase Intention* To The Body Shop Product Customers in South Tangerang City.
- H₃: There is a positive influence *Green Brand Image* to *Green Purchase Intention* To The Body Shop Product Customers in South Tangerang City.
- H₄: There is a positive influence *Green Product Quality* to *Green Purchase Behaviour* To The Body Shop Product Customers in South Tangerang City.
- H₅: There is a positive influence *Green Brand Trust* has a positive impact on *Green Purchase Behaviour* To The Body Shop Product Customers in South Tangerang City.
- H₆: There is a positive influence *Green Brand Image* to *Green Purchase Behaviour* To The Body Shop Product Customers in South Tangerang City.
- H₇: There is an indirect positive influence *Green Product Quality* to *Green Purchase Behaviour* through *Green Purchase Intention* To The Body Shop Product Customers in South Tangerang City.
- H₈: There is an indirect positive influence *Green Brand Trust* to *Green Purchase Behaviour* through *Green Purchase Intention* To The Body Shop Product Customers in South Tangerang City.
- H₉: There is an indirect positive influence *Green Brand Image* to *Green Purchase Behaviour* through *Green Purchase Intention* To The Body Shop Product Customers in South Tangerang City.
- H₁₀: There is a positive influence *Green Purchase Intention* to *Green Purchase Behaviour* To The Body Shop Product Customers in South Tangerang City.

METHOD

Types of research

According to Sangaji and Sopiah (2019), an analytical method is a tool for solving problem formulations and testing hypotheses to achieve research objectives. This research uses a quantitative method, namely a numerical and statistical-based approach (Creswell, 2018). The types are descriptive surveys and explanatory surveys that explain causal relationships between variables through hypothesis testing. The paradigm used is the path paradigm with the technique *Structural Equation Modeling* (SEM). This study is also supported by a literature review of previous research to formulate problems, build hypotheses, and develop models that explain causal relationships and managerial implications.

Data Types and Sources

The type of data in this study is cross-sectional data, namely data collected in a certain period through the distribution of questionnaires from April to June 2025. Data sources consist of primary and secondary data. Primary data was obtained directly through observations at The Body Shop stores, distribution of closed-ended questionnaires based on a Likert scale (Sugiyono, 2019), and unstructured interviews with employees and consumers (Estenberg in Sugiyono, 2019; Istijanto, 2019). Secondary data was obtained from publications, company documents, books, journals, and other relevant sources, collected by other parties as a complement to primary data (Istijanto, 2019).

Population and Sample

The population of this study was The Body Shop customers in South Tangerang City, whose exact number is unknown (Umar, 2018; Kuncoro & Ridwan, 2019; Sugiyono, 2019). The sample is a subset of the population that represents its characteristics and is selected using careful sampling techniques to ensure representativeness (Sugiyono, 2019; Kuncoro & Ridwan, 2019). Based on the Structural Equation Modeling (SEM) model, with 5 variables, the minimum sample size is 200 (Bachrudin & Tobing, 2019). Ferdinand (2018) suggests a sample size of 100–200 for 26 indicators, resulting in a total of 200 customers. The sampling technique used was probability sampling with an incidental sampling method, which involves selecting samples by chance from individuals encountered by the researcher (Sugiyono, 2019).

Method of collecting data

The data collection technique in this study used a questionnaire with a Likert scale to measure respondents' attitudes, opinions, and perceptions (Kuncoro & Ridwan, 2019). The Likert scale consists of favorable and unfavorable answers with different scores; favorable moves from strongly agree (5) to strongly disagree (1), while unfavorable reverses direction (Riduwan & Engkos, 2019). The scores are categorized into five levels, ranging from very bad to very good, based on a 0.80 interval calculated from the difference between the highest and lowest scores divided by five (Sugiyono, 2019). This category helps interpret the average respondent's answers according to the scores obtained.

Data Analysis Methods

The research instrument test design includes validity and reliability tests. The validity test measures the validity of the questionnaire with the criteria of Pearson Correlation ≥ 0.3 or stricter 0.6 as the validity limit (Sugiyono, 2012). Validity was tested using SPSS on 30 trial respondents. The results showed all items were valid with a calculated r value > 0.3 . The reliability test used Cronbach's Alpha, with a minimum limit of 0.6 (Sugiyono, 2019), and the results showed the instrument was reliable.

Descriptive statistical analysis is used to describe the data without making generalizations (Sugiyono, 2019). This study uses Partial Least Squares (PLS) with SmartPLS 3.0 to address small sample sizes and non-parametric assumptions. Outer model evaluation ensures convergent validity, discriminant validity, AVE (>0.5), composite reliability (>0.7), and Cronbach's Alpha (>0.7). Inner model evaluation includes the R-square value to measure the influence of exogenous variables on endogenous variables (Ghozali, 2019), goodness of fit test, and Q value.² > 0 as predictive relevance. The hypothesis was tested with a significance of $p < 0.05$ and a t-statistic of > 1.96 (Ghozali & Latan, 2019).

Statistical Hypothesis

Hypothesis testing uses the Partial Least Squares (PLS) method, which is robust because it does not rely on many assumptions such as normal distribution or large sample sizes (Ghozali, 2019). PLS can use various measurement scales and reflective and formative indicators. The t-test is used to test the significance of the independent variable on the dependent variable; if the $t\text{-value}_{\text{count}} > t_{\text{table}}$, the hypothesis is accepted at a 5% significance level. The coefficient of determination (R^2) indicates the percentage influence of the independent variable on the dependent variable, with values close to 1 indicating a large influence. The analysis was performed using PLS software to illustrate the relationships between constructs in the structural model.

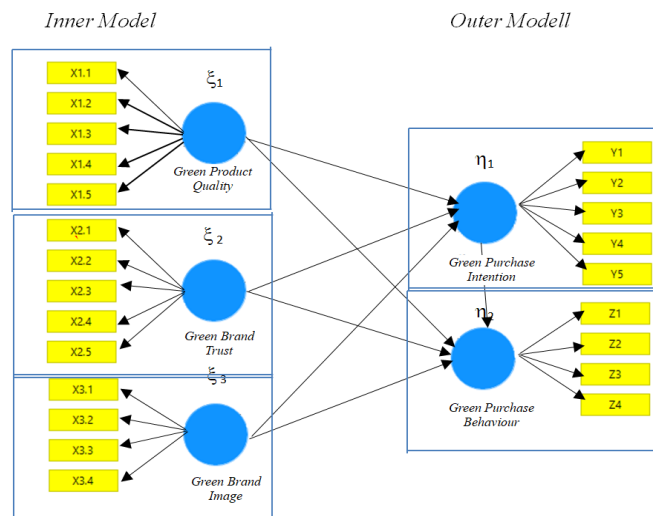


Figure 2 Full Model

RESEARCH RESULTS AND DISCUSSION

Research result

Convergent Validity Testing

1. Standardized Loading Factor Test Results

Convergent validity testing assesses the high correlation between indicators within a single construct. The standardized loading factor method is used, with an ideal value above 0.70. Values of 0.50–0.60 are acceptable for initial research, while indicators below 0.50 should be eliminated as invalid.

Table 2 Values *Outer Loading* Research Variable Indicators

Variables	Indicator	<i>Outer Loading</i>
<i>Green Product Quality (X1)</i>	X1,1	0,783
	X1,2	0,710
	X1,3	0,731
	X1.4	0,734
	X1.5	0,729
	X1.6	0,788
	X1.7	0,817
	X1.8	0,764
	X1.9	0,775
	X1.10	0,835
	X1,11	0,848
	X1,12	0,847
<i>Green Brand Trust (X2)</i>	X2.1	0,761
	X2,2	0,818
	X2,3	0,852
	X2.4	0,707
	X2.5	0,802
	X2.6	0,862
	X2.7	0,885
	X2.8	0,848
	X2.9	0,831
	X2.10	0,851
	X2.11	0,844
	X2.12	0,831
	X2.13	0,851
<i>Green Brand Image (X3)</i>	X3,1	0,843
	X3,2	0,852
	X3,3	0,917

Variables	Indicator	<i>Outer Loading</i>
	X3,4	0,901
	X3.5	0,897
	X3.6	0,885
	X3.7	0,891
	X3.8	0,897
	X3.9	0,892
	X3.10	0,861
	X3,11	0,843
	X3,12	0,863
	X3,13	0,917
	X3,14	0,900
	X3.15	0,892
<i>Green Purchase Intention (Y)</i>	Y1	0,812
	Y2	0,839
	Y3	0,870
	Y4	0,819
	Y5	0,888
	Y6	0,890
	Y7	0,844
	Y8	0,890
	Y9	0,849
	Y10	0,814
	Y11	0,838
	Y12	0,869
<i>Green Purchase Behavior (Z)</i>	Z1	0,836
	Z2	0,810
	Z3	0,829
	Z4	0,769
	Z5	0,837
	Z6	0,832
	Z7	0,872
	Z8	0,876
	Z9	0,842
	Z10	0,861

Based on Table 2, it is known that each variable indicator has a value *outer loading* > 0.70. The data shows that no variable indicators have a value < 0.70. Therefore, all indicators are declared valid for use in further research and analysis.

2. Average Variance Extracted (AVE) Test Results

The convergent validity test uses the AVE value to assess the consistency of indicators in explaining the construct. An AVE value > 0.50 indicates good convergent validity, as more than 50% of the indicator's variance is explained by the construct. This indicates adequate measurement quality and is suitable for use in research models.

Table 3 Values *Average Variant Extracted* (AVE)

Description	AVE
<i>Green Product Quality (X1)</i>	0,611
<i>Green Brand Trust (X2)</i>	0,685
<i>Green Brand Image (X3)</i>	0,781
<i>Green Purchase Behaviour (Z)</i>	0,730
<i>Green Purchase Intention (Y)</i>	0,700

Based on Table 3, the AVE value for each variable is > 0.50 . Therefore, it is stated that each variable has met the required value *Average Variant Extracted*(AVE) with good category.

3. Discriminant Validity Testing

After the convergent validity test, the next step is discriminant validity testing to ensure that the indicators of a construct are not highly correlated with other constructs. Through cross-loading analysis, discriminant validity is declared good if an indicator has the highest loading on its own construct compared to other constructs.

Table 4 Testing *Discriminant Validity*

Indicator	Green Product Quality (X1)	Green Brand Trust (X2)	Green Brand Image (X3)	Green Purchase Behavior (Z)	Green Purchase Intention (Y)
X1,1	0.783	0.548	0,428	0.589	0.549
X1,2	0.710	0.589	0.324	0.499	0.458
X1,3	0.731	0.478	0.367	0.486	0.435
X1,4	0.734	0.452	0.312	0.478	0.445
X1,5	0.729	0.452	0.292	0.421	0.433
X1,6	0.788	0.424	0.377	0.542	0.509
X1,7	0.817	0.500	0.360	0.531	0.512
X1,8	0.764	0.524	0.343	0.502	0.494
X1,9	0.775	0.471	0.399	0.571	0.528
X1,10	0.835	0.589	0.417	0.652	0.550
X1,11	0.849	0.603	0.447	0.661	0.547
X1,12	0.847	0.602	0.454	0.613	0.521
X2,1	0.761	0.548	0.367	0.563	0.487
X2,2	0.567	0.818	0.370	0.607	0.520
X2,3	0.575	0.852	0.453	0.588	0.550

Indicator	Green Product Quality (X1)	Green Brand Trust (X2)	Green Brand Image (X3)	Green Purchase Behavior (Z)	Green Purchase Intention (Y)
X2.4	0.519	0.707	0.276	0.501	0.409
X2.5	0.526	0.801	0.360	0.562	0.492
X2.6	0.579	0.862	0.427	0.602	0.521
X2.7	0.590	0.885	0.439	0.639	0.528
X2.8	0.531	0.848	0.440	0.562	0.534
X2.9	0.551	0.830	0.428	0.595	0.579
X2.10	0.556	0.852	0.472	0.636	0.630
X2.11	0.536	0.844	0.448	0.661	0.597
X2.12	0.522	0.832	0.414	0.607	0.550
X2.13	0.534	0.851	0.443	0.655	0.592
X3,1	0.417	0.458	0.842	0.561	0.484
X3,2	0.421	0.420	0.852	0.499	0.519
X3,3	0.455	0.466	0.916	0.530	0.581
X3,4	0.431	0.464	0.901	0.542	0.513
X3.5	0.467	0.485	0.897	0.562	0.527
X3.6	0.428	0.452	0.884	0.505	0.521
X3.7	0.471	0.474	0.891	0.538	0.577
X3.8	0.405	0.410	0.897	0.516	0.589
X3.9	0.423	0.424	0.893	0.485	0.588
X3.10	0.413	0.377	0.861	0.475	0.599
X3,11	0.416	0.401	0.844	0.468	0.583
X3,12	0.398	0.428	0.863	0.476	0.608
X3,13	0.450	0.469	0.917	0.520	0.577
X3,14	0.431	0.464	0.900	0.541	0.515
X3.15	0.421	0.424	0.892	0.484	0.586
Y1	0.595	0.601	0.612	0.675	0.865
Y2	0.491	0.467	0.506	0.569	0.840
Y3	0.546	0.530	0.546	0.603	0.829
Y4	0.460	0.453	0.534	0.542	0.767
Y5	0.538	0.555	0.538	0.607	0.826
Y6	0.542	0.538	0.476	0.637	0.814
Y7	0.573	0.582	0.522	0.667	0.860
Y8	0.551	0.591	0.478	0.665	0.864
Y9	0.505	0.555	0.480	0.634	0.824
Y10	0.544	0.596	0.542	0.686	0.846

Indicator	Green Product Quality (X1)	Green Brand Trust (X2)	Green Brand Image (X3)	Green Purchase Behavior (Z)	Green Purchase Intention (Y)
Y11	0.582	0.596	0.603	0.674	0.864
Y12	0.484	0.465	0.497	0.570	0.838
Z1	0.596	0.598	0.465	0.822	0.604
Z2	0.598	0.581	0.448	0.810	0.598
Z3	0.567	0.617	0.556	0.844	0.655
Z4	0.627	0.597	0.497	0.825	0.630
Z5	0.562	0.643	0.511	0.892	0.666
Z6	0.632	0.668	0.474	0.897	0.665
Z7	0.621	0.611	0.524	0.861	0.658
Z8	0.602	0.655	0.504	0.900	0.676
Z9	0.607	0.622	0.521	0.864	0.662
Z10	0.598	0.601	0.462	0.824	0.609

Based on the table above, it is known that each research variable indicator has a value *cross loading* the largest among the other variables. Therefore, the indicators used in the study have met the requirements *discriminant validity* with good categories to organize each variable.

4. Heterotrait-monotrait ratio (HTMT) testing

Meanwhile, an acceptable threshold level of discriminant validity was also obtained, as seen from the Heterotrait-Monotrait Ratio (HTMT) value, which was less than 0.90. All HTMT values were lower than 0.9. The HTMT table shows that all HTMT scores differed significantly from the value.

Table 5 Fornell-Larcker criterion test

	Green Product Quality (X1)	Green Brand Trust (X2)	Green Brand Image (X3)	Green Purchase Intention (Y)	Green Purchase Behaviour (Z)
Green Product Quality (X1)		0,693	0,502	0,669	0,735
Green Brand Trust (X2)			0,512		
Green Brand Image (X3)					
Green Purchase Intention (Y)		0,673	0,650		0,781
Green		0,754	0,600		

Purchase Behaviour (Z)					
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5. Fornell-Larcker criterion test

In (Wong, 2023) explained by Fornell and Larkell if the square root value of the Average Variance Extracted (AVE) of each variable is greater than the correlation value between the variable and other variables in the model, then the model is said to have a good discriminant validity value.

Table 6 Fornell-Larcker criterion test

	Green Product Quality (X1)	Green Brand Trust (X2)	Green Brand Image (X3)	Green Purchase Intention (Y)	Green Purchase Behaviour (Z)
Green Product Quality (X1)	0,781	0,662	0,486	0,641	0,705
Green Brand Trust (X2)		0,828	0,499		
Green Brand Image (X3)			0,884		
Green Purchase Intention (Y)		0,654	0,632	0,837	0,753
Green Purchase Behaviour (Z)		0,725	0,581		0,855

6. Reliability Testing

Reliability testing assesses the instrument's consistency in producing consistent data. This study used Composite Reliability because it is more accurate in SEM. A construct is considered reliable if the Composite Reliability value is >0.70 , indicating high internal consistency of the indicator. The test results are presented in the following table.

Table 6 Composite Reliability Test Results

Construct	Composite Reliability	Rule of Thumb	Conclusion
Green Product Quality (X1)	0,942	0,7	Consistent
Green Brand Trust (X2)	0,961	0,7	Consistent
Green Brand Image (X3)	0,980	0,7	Consistent
Green Purchase Intention (Y)	0,961	0,7	Consistent
Green Purchase Behaviour (Z)	0,959	0,7	Consistent

The composite reliability test results indicate that the latent variables have higher reliability than the composite reliability value according to the rule of thumb of 0.70. This result has met the standard composite reliability value for each variable, being reliable and consistent for measuring the inner model.

Inner Model Testing

After testing the outer model, the next step is testing the inner model to evaluate the relationships between latent constructs. Evaluation is conducted through R-square, Q-square, path coefficient, and significance tests to measure the contribution, predictivity, strength, and significance of the relationships between latent variables.

1. R-Square Test (R^2)

The R-square value indicates the proportion of variance in the dependent variable explained by the independent variables in a structural model. The higher the R-square value (maximum 1), the greater the model's predictive ability for endogenous latent variables. The results of the R-square test are presented in the following table.

Table 7 R-Square test results

	R-square	R-square adjusted
Green Purchase Behaviour (Z)	0.699	0.695
Green Purchase Intention (Y)	0.591	0.588

The results of the R-Square test show that model variations in the model constructs have a large influence and contribute.

2. Q-Square Test (Q^2)

The Q-Square test is used to evaluate the predictive relevance of a model to endogenous latent variables. The higher the Q-Square value, the better the model's ability to predict observed data, indicating a good fit. The calculation of the Q-Square value is presented below.

$$Q\text{-Square } (Q^2) = 1 - (1 - R^2)$$

$$Q\text{-Square } (Q^2) = 1 - (1 - 0,699)$$

$$Q\text{-Square } (Q^2) = 0,699 \text{ (Variabel Z)}$$

$$Q\text{-Square } (Q^2) = 1 - (1 - R^2)$$

$$Q\text{-Square } (Q^2) = 1 - (1 - 0,591)$$

$$Q\text{-Square } (Q^2) = 0.591 \text{ (Variable Y)}$$

The results of the Q-Square (Q^2) test indicate that the model has good predictive relevance, namely the Green Purchase Behavior (Z) variable is able to predict the model well with a predictive relevance of 69.90% while the Green Purchase Intention (Y) variable is able to predict the model well with a predictive relevance of 59.10%.

Hypothesis Testing

In answering the research hypothesis, researchers can use the results of previous data processing. The results of the research hypothesis test are declared acceptable if the significance value meets the rule of thumb T-statistic of 1.96 and $P\text{-values} < 0.05$. The following are the results of the research hypothesis testing obtained through *inner model*:

Table 8 T-Statistic and P-Values Research Variables

Description	Mean	STDEV	T Statistics	P Value
Green Product Quality (X1) -> Green Purchase Intention (Y)	0,273	0.065	4.222	0.000
Green Brand Trust (X2) -> Green Purchase Intention (Y)	0.298	0.069	4.305	0.000
Green Brand Image (X3) -> Green Purchase Intention (Y)	0.347	0.048	7.350	0.000
Green Product Quality (X1) -> Green Purchase Behaviour (Z)	0.243	0.055	4.434	0.000
Green Brand Trust (X2) -> Green Purchase Behaviour (Z)	0.291	0.063	4.598	0.000
Green Brand Image (X3) -> Green Purchase Behaviour (Z)	0.099	0.037	2.760	0.006
Green Product Quality (X1) -> Green Purchase Intention (Y) -> Green Purchase Behaviour (Z)	0,093	0,029	3.264	0.001
Green Brand Trust (X2) -> Green Purchase Intention (Y) -> Green Purchase Behaviour (Z)	0,101	0,030	3,439	0,001
Green Brand Image (X3) -> Green Purchase Intention (Y) -> Green Purchase Behaviour (Z)	0,119	0,030	4,059	0,000
Green Purchase Intention (Y) -> Green Purchase Behaviour (Z)	0.340	0.061	5.597	0.000

The following are the results of the hypothesis test in each model path between the variables of this study:

1. Pengaruh Green Product Quality (X1) terhadap Green Purchase Intention (Y)

Green Product Quality has a positive and significant effect on Green Purchase Intention with a T-statistic of 4.222 and a P-value of 0.000, indicating that green product quality motivates consumers to intend to purchase environmentally friendly products.

2. Pengaruh Green Brand Trust (X2) terhadap Green Purchase Intention (Y)

Green Brand Trust also has a significant positive effect on green purchase intention with a T-statistic of 4.305 and a P-value of 0.000, indicating that consumer trust in green brands drives purchase intention.

3. Pengaruh Green Brand Image (X3) terhadap Green Purchase Intention (Y)
 Green Brand Image has the strongest positive influence with a T-statistic of 7.350 and a P-value of 0.000, which means that environmentally friendly brand image greatly determines consumer purchasing intentions.
4. Pengaruh Green Product Quality (X1) terhadap Green Purchase Behaviour (Z)
 Green Product Quality has a significant positive impact on green purchasing behavior with a T-statistic of 4.434 and a P-value of 0.000, indicating that product quality drives purchasing behavior.
5. Pengaruh Green Brand Trust (X2) terhadap Green Purchase Behaviour (Z)
 Green Brand Trust also has a positive effect on green purchasing behavior with a T-statistic of 4.598 and a P-value of 0.000, indicating that brand trust encourages sustainable purchasing.
6. Pengaruh Green Brand Image (X3) terhadap Green Purchase Behaviour (Z)
 Green Brand Image has a significant positive effect with a T-statistic of 2.760 and a P-value of 0.006, strengthening the relationship between brand image and green purchasing behavior.
7. Pengaruh Green Product Quality (X1) terhadap Green Purchase Behaviour (Z) melalui Green Purchase Intention (Y)
 The indirect effect of Green Product Quality on purchasing behavior through purchase intention is also significant (T=3.264; P=0.001).
8. Pengaruh Green Brand Trust (X2) terhadap Green Purchase Behaviour (Z) melalui Green Purchase Intention (Y)
 Brand trust through purchase intention has a significant impact on purchasing behavior (T=3.439; P=0.001).
9. Pengaruh Green Brand Image (X3) terhadap Green Purchase Behaviour (Z) melalui Green Purchase Intention (Y)
 Brand image through purchase intention also has a significant positive effect on purchasing behavior (T=4.059; P=0.000).
10. Pengaruh Green Purchase Intention (Y) terhadap Green Purchase Behaviour (Z)
 Green purchase intention directly has a strong influence on green purchasing behavior with a T-statistic of 5.597 and a P-value of 0.000.

The following is a research model scheme based on *outer* And *inner* model:

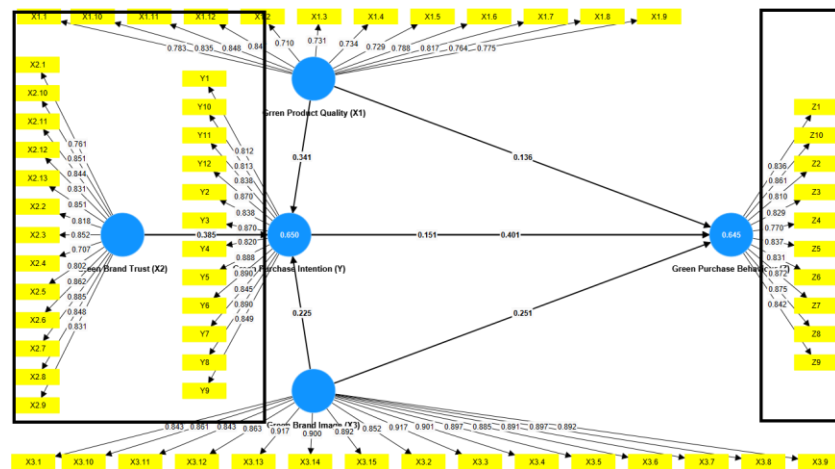


Figure 2 SchematicOuter Model

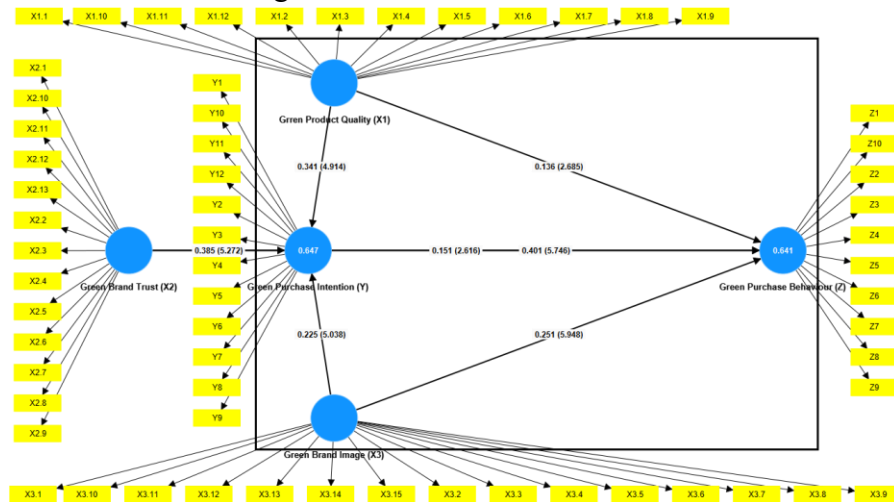


Figure 3 SchematicInner Model

Discussion

1. Benefits and Contribution of Green Product Quality to Green Purchase Intention

Green Product Quality has a direct and significant impact on the Green Purchase Intention of The Body Shop consumers in South Tangerang. The higher consumers' perception of the quality of environmentally friendly products, including natural ingredients, sustainable processes, recycled packaging, and no animal testing, the greater their purchase intention. The Body Shop's vegan-friendly and cruelty-free products reflect this value. Consumers whose personal values align with the green quality of products tend to be more motivated to buy. The Body Shop's "Enrich Not Exploit" mission strengthens consumers' emotional and moral motivations, making product purchases not just a necessity, but a form of activism and moral satisfaction. Maintaining the quality of green products also strengthens the brand image and encourages consumers to recommend it to others.

2. Benefits and Contribution of Green Brand Trust to Green Purchase Intention

Green Brand Trust is consumer confidence in environmentally friendly brands that strongly influences purchase intentions for The Body Shop products. Consumers in South Tangerang value The Body Shop's consistency in sustainable practices, such as natural ingredients, animal-free testing, and eco-friendly packaging, as the basis for their trust. Amid growing environmental awareness, brands with a strong green reputation are becoming a top choice. This trust fosters loyalty and the belief that product purchases support sustainability, leading consumers to purchase from brands they trust ethically and environmentally. The higher the trust, the greater the consumer's green purchase intention.

3. Benefits and Contribution of Green Brand Image to Green Purchase Intention

Green Brand Image is a positive consumer perception of a brand that cares about the environment and operates sustainably. The Body Shop builds this image through natural ingredients, products without animal testing, eco-friendly packaging, and social campaigns. This image builds an emotional connection with environmentally conscious consumers. Consumers who perceive The Body Shop as ecologically responsible will be more likely to trust and be motivated to purchase the product. Green Brand Image strengthens loyalty and green purchase intentions because consumers feel that purchasing green brand products is a personal contribution to environmental preservation.

4. Benefits and Contribution of Green Product Quality to Green Purchase Behavior

Green Product Quality also influences The Body Shop consumers' green purchasing behavior. Green product qualities such as natural ingredients, eco-friendly processes, recycled packaging, and cruelty-free principles increase consumers' confidence that their purchases support environmental conservation. High perceptions of green quality drive satisfaction, trust, and behavioral changes, leading to greater environmental awareness and consistent purchase of eco-friendly products. Green quality contributes to shaping long-term preferences and sustainable purchasing habits.

5. Benefits and Contribution of Green Brand Trust to Green Purchase Behavior

Strong Green Brand Trust in The Body Shop increases consumers' green purchasing behavior. This trust is based on the brand's consistency in environmentally friendly practices, such as the use of natural ingredients, no animal testing, and production transparency. Consumers who believe in the brand's green commitment feel comfortable and confident in purchasing products. Brand trust increases loyalty, social responsibility, and motivation for sustainable purchasing. Consumers don't just make green purchases a one-time purchase, but make green purchases part of their lifestyle.

6. Benefits and Contribution of Green Brand Image to Green Purchase Behavior

The Body Shop's green brand image strengthens its consumers' green purchasing behavior. The perception that the brand is environmentally conscious and ethical in its production creates the belief that purchasing its products is a positive contribution to the environment. The green image builds an emotional connection that encourages ecologically responsible and consistent purchasing. The stronger the green image, the greater its contribution to shaping sustainable, environmentally friendly purchasing behavior.

7. Benefits and Contribution of Green Purchase Intention to Green Purchase Behavior

Green Purchase Intention is a consumer's intention to purchase environmentally friendly products, which directly influences Green Purchase Behavior. Consumer awareness of the importance of protecting the environment and positive perceptions of brand sustainability values motivate purchase intentions. This intention is highly likely to translate into actual, repeatable, and consistent purchases. Green Purchase Intention helps shape responsible consumption behavior and supports long-term sustainability. It is an indicator of consumer loyalty to green products because green purchases begin with a conscious intention to choose products that are personally and ecologically beneficial. The stronger the purchase intention, the higher the green purchasing behavior consumers exhibit in their daily lives.

CONCLUSION

Based on the research results, it can be concluded that all tested variables have a positive and significant influence on the intention and behavior of purchasing environmentally friendly products from The Body Shop in South Tangerang City. Green Product Quality is proven to have a significant influence on Green Purchase Intention and Green Purchase Behavior, both directly and indirectly through purchase intention. This indicates that consumer perceptions of environmentally friendly product quality significantly influence their desire and actions in purchasing green products.

Green Brand Trust also has a significant positive influence on Green Purchase Intention and Green Purchase Behavior, both directly and through purchase intention. Consumer trust in The Body Shop's commitment and consistency in implementing sustainability principles is a key factor in shaping sustainable green purchasing behavior. In addition, Green Brand Image plays an important role in influencing green purchasing intention and behavior. Consumers' positive perception of an environmentally responsible brand image increases their motivation to consistently purchase The Body Shop products. The influence of Green Brand Image on Green Purchase Behavior also occurs directly and through Green Purchase Intention.

Green Purchase Intention has been shown to be a powerful mediator in driving Green Purchase Behavior. Consumers' green purchase intentions significantly influence their actions in purchasing environmentally friendly products. These results confirm that green product quality, green brand trust, and green brand image simultaneously and continuously shape consumers' green purchasing intentions and behavior at The Body Shop, which supports sustainability and environmental preservation in South Tangerang.

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