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The Influence of Green Marketing Mix, Green Trust, Environmental Value, and Green Knowledge on Attitude-Mediated Repurchase Intention on Eco-Friendly Skincare Products in Indonesia

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ABSTRACT

This research examines the factors influencing consumer repurchase intention for eco-friendly skincare products in Indonesia, focusing on the role of green marketing mix elements and environmental factors. This study aims to analyze the influence of green product, green price, green place, green promotion, green trust, environmental value, and green knowledge on repurchase intention, with attitude as a mediating variable. As consumer awareness of sustainability issues continues to rise, the skincare industry in Indonesia is increasingly required to adopt green marketing strategies to strengthen competitiveness through repurchase intention. A quantitative approach with an explanatory research design was employed. The sampling technique used was purposive sampling, while the sample size was determined based on Green's (1991) formula. Data were analyzed using path analysis to examine the causal relationships among the studied variables. The results indicate that all proposed hypotheses are supported. These findings confirm that green marketing elements significantly influence repurchase intention, both directly and indirectly through the mediation of consumers' positive attitudes toward environmentally friendly products. The managerial implications of this study offer strategic insights for skincare companies in formulating policies that support sustainable product development and enhance consumers' environmental literacy. A deeper understanding of green consumer behavior dynamics enables companies to craft more adaptive, competitive, and sustainability-oriented marketing strategies in the long term.

KEYWORDS *Environmental Value, Green Knowledge, Green Marketing Mix, Green Trust, KAB Theory, Theory of Planned Behavior, VBN Theory*

INTRODUCTION

Sustainability is increasingly an urgent global concern as the impact of climate change becomes more evident every year (Rockström et al., 2021). It reflects corporate moral responsibility and has become an integral part of long-term strategies, even though many companies have yet to succeed in reducing greenhouse gas emissions in their production processes (Aydogmus, 2022). The McKinsey report (2022) shows a strong link between the concept of green and growth, emphasizing that the implementation of sustainability practices can encourage company growth and strengthen relationships with society and stakeholders (Wang et al., 2024). Consumer awareness of sustainability is also increasing, with greater attention to environmental factors and corporate social policies, as well as the desire for transparency of information regarding sustainability practices (Amalia et al., 2023). Therefore, companies need to adjust their marketing strategies to emphasize sustainability that includes environmental, social, and economic aspects, especially in Indonesia, which faces urgent environmental issues (Chin et al., 2018). This urgency is reflected in the 2022 Environmental Performance Index (EPI) rankings, which showed a low score and a significant decrease The Influence of Green Marketing Mix, Green Trust, Environmental Value, and Green Knowledge on Attitude-Mediated Repurchase Intention on Eco-Friendly Skincare Products in Indonesia

compared to the previous year, indicating the need for improved environmental policies (Yale Center for Environmental Law & Policy, 2022). In this context, companies, especially in the consumer products sector such as skincare, are expected to integrate sustainability principles into their operations with eco-friendly products that not only meet the demand for safe and effective products but also contribute to global efforts to reduce the impact of climate change and pollution (Setiawan et al., 2023). Data from Euromonitor shows that Indonesia leads the demand for skincare products with "natural" or "environmentally-friendly" features, reaching 60% of total respondents—higher than other major countries—indicating that Indonesian consumers have a high awareness of sustainability (Euromonitor, 2023). The skincare industry is now responding by creating more environmentally friendly products using organic ingredients, recycled packaging, and formulations that are not harmful to the environment (Bit et al., 2022). Alongside the demand for better skin protection, consumers increasingly choose local products that suit their skin conditions, particularly in tropical climates, with many brands adopting sustainable production practices such as using ingredients from local farmers, which reduces the carbon footprint (Andika et al., 2023).

More skincare product packaging uses recycled or biodegradable materials to reduce waste (Magnier & Crié, 2015). The eco-friendly skincare industry focuses not only on the product itself but also on the entire supply chain and production process that supports sustainability (Kumar et al., 2021). These companies are investing in renewable energy and distribution efficiency to reduce carbon emissions (Han et al., 2020). In recent years, sustainability awareness has become a major concern in a variety of industries, including beauty and personal care (Amberg & Fogarassy, 2019). Modern consumers tend to look for products that are not only effective but also environmentally friendly (Luchs et al., 2015). Data from the Euromonitor Sustainability Claim Tracker shows five sustainability attributes that experienced the fastest growth in interest from 2020 to 2023: "made safe," "upcycled," "compostable," "carbon neutral/reduced carbon," and "FSC (Forest Stewardship Council)" (Euromonitor International, 2023). These attributes reflect high consumer awareness of health, product safety, and environmental impact (Amalia et al., 2023).

The revenue growth of the natural cosmetics industry in Indonesia from 2021 to 2030 shows a significant upward trend (Puteri et al., 2025; Qablina, 2024). In 2021, total revenue was recorded at USD 208.35 million, projected to reach USD 355.23 million by 2030. This increase reflects growing demand for cosmetic products based on natural and environmentally friendly ingredients. Year-on-year growth has been steady, with an increase of about USD 9 million from 2021 to 2022, and rising to USD 18.78 million from 2022 to 2023. This projection indicates that awareness among Indonesians about the importance of sustainability and product safety is rising, opening opportunities for natural skincare companies to develop. The emergence of local brands that prioritize environmental awareness, such as Somethinc, N'PURE, and Aizen Beauty Care, shows that consumers are increasingly aware of the positive impact of the products they choose, both for their skin and for ecosystem sustainability (Lavuri et al., 2022; Vuong et al., 2025).

With increasing awareness of sustainability, various factors contribute to shaping consumer behavior towards eco-friendly skincare products in Indonesia. Factors such as green products, green prices, green places, green promotions, green beliefs, environmental values, green knowledge, and attitudes collectively influence repurchase intention. This research refers to Consumer Behavior Theory (Schiffman & Kanuk, 2000), which explains how cognitive, affective, and normative factors shape consumer decision-making. To operationalize this theory, several additional theories are used, such as the Theory of Planned Behavior (TPB) (Hagger et al., 2022), which emphasizes the role of attitudes in influencing repurchase intentions, and the Value-Belief-Norm (VBN) Theory, which explains how environmental values and green beliefs shape pro-environmental attitudes.

In the context of green pricing, sustainability-conscious consumers are beginning to accept premium prices for eco-friendly products, especially in the upper-middle-class segment. Research shows that consumers who understand the ecological benefits of green products are more willing to pay a premium price, which in turn reinforces repurchase intent. However, the main challenge in Indonesia is to keep green prices competitive to attract a broader range of consumer segments. Strategies such as incentives, loyalty programs, or bundling packages can increase the affordability of eco-friendly products. Additionally, trust in green products is essential; consumers are more likely to make a repeat purchase if they are confident in the sustainability and ethics of the product. However, the practice of greenwashing can undermine this trust, so transparency of information from producers is key in building consumer loyalty.

Green promotion also plays an important role in forming a positive attitude towards environmentally friendly skincare products. Effective communication about the environmental benefits of products through marketing and education campaigns can increase repeat purchase intention and loyalty. In Indonesia, digital-based marketing strategies and collaborations with influencers who care about environmental issues are becoming more common. Influencers with sustainability values can build product credibility and expand the reach of green promotions. Educational campaigns are also important to increase consumer awareness and trust in the product, creating a stronger bond between the brand and its customers.

Consumers with high environmental values tend to prefer environmentally friendly products, which impacts repurchase intention. They see green products as part of a socially and ecologically responsible lifestyle. In Indonesia, attention to harmful ingredients in conventional cosmetics is driving a shift to nature-based products. Issues such as sustainability, cruelty-free testing, and zero-waste packaging are receiving more attention, encouraging manufacturers to innovate. Knowledge about sustainability is an important factor in shaping green consumption attitudes and behaviors. Consumers who understand the environmental impact of products are more likely to be loyal to sustainable products. In Indonesia, sustainability literacy needs improvement through the role of communities, social media, and environmental campaigns.

A clean environment and minimal pollution also contribute to the perception of product quality and build an emotional bond with the brand. A positive experience when shopping in a store that applies the concept of sustainability can increase consumer loyalty. Several local brands in Indonesia have adopted the concept of green stores and refill stations to reduce packaging waste. This research aims to explore the influence of factors such as green prices, green promotion, green trust, and environmental values on the consumption behavior of environmentally friendly skincare products. Although consumer awareness is increasing, the factors influencing repurchase intention for environmentally friendly skincare products in Indonesia remain understudied. Understanding these factors is important for strengthening the sustainability strategy of the national cosmetics industry. With rising consumer awareness and access to information, the eco-friendly skincare industry in Indonesia has an opportunity to grow and contribute to environmental sustainability.

Unlike previous studies that emphasized consumer literacy or first-time purchasing behavior, this research integrates the variables of green marketing mix and environmental values to examine their influence on the repurchase intention of consumers of environmentally friendly skincare products in Indonesia. This research is expected to provide insights for companies in designing more effective marketing strategies. Specifically, this study aims to: (1) analyze the direct influence of green marketing mix elements on repurchase intention, (2) examine the role of environmental factors in shaping consumer attitudes, (3) investigate the mediating effect of attitudes in the relationship between green marketing variables and repurchase intention, and (4) provide strategic recommendations for sustainable marketing in the Indonesian skincare industry. The benefits of this research include theoretical contributions

to green consumer behavior literature and practical guidelines for companies to enhance consumer loyalty through effective green marketing strategies.

METHOD

This study applied an explanatory design to explain the factors that affect repurchase intention by using variables such as green price, green promotion, green trust, environmental value, and green knowledge as independent variables, as well as attitude as mediators, while repurchase intention functioned as dependent variables, and adopted a cross-cutting approach that reflects conditions at a single point in time. This research model integrates consumer behavior theory and empirical results from previous research, where the green marketing mix dimension has been proven to have a positive effect on consumer loyalty, with attitude as a mediator between internal consumer factors to repurchase intention, while green trust, environmental value, and green knowledge also contribute to the formation of positive attitudes that strengthen purchase intention. This study used the entire population of consumers of eco-friendly skincare products in Indonesia and a sample of consumers who had purchased the product in the last six months. The data collection technique was carried out through a survey questionnaire that was filled out independently, with validity and reliability tested using exploratory factor analysis and Cronbach's Alpha, before data analysis was carried out using the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach which allows simultaneous evaluation between the measurement and structural models, with steps that include evaluation of indicator validity, reliability, path coefficient, and mediation analysis To test the indirect influence between constructs, this study is expected to provide deeper insights into the dynamics of consumer behavior towards environmentally friendly products and their contribution to sustainability.

RESULTS AND DISCUSSION

Data Collection Results

Data collection in this study was carried out through a questionnaire shared online using a Google form link in the period from February 27 to March 21, 2025. The questionnaire included 49 statements, consisting of five statements related to the green product variable, four statements related to the green price variable, three statements related to the green place variable, six statements related to the green promotion variable, six statements related to the green trust variable, seven statements related to environmental value, seven statements related to green knowledge, six statements related to the attitude variable, and five statements related to the repurchase intention variable. This study involved 500 respondents who met the criteria, namely consumers who had heard of eco-friendly skincare products, had bought eco-friendly skincare products in 6 months, and had bought and used eco-friendly skincare products more than twice.

Pre-Test

The preliminary test is carried out to evaluate the consistency and accuracy of the research instrument, in this case the questionnaire that has been prepared. This pretest plays an important role in ensuring that each question in the questionnaire can be understood well by the respondent and does not create ambiguity. In addition, the pretest aims to identify potential errors in the preparation of questions, so that improvements can be made before the questionnaire is used in the main study. By conducting a preliminary test, the researcher can minimize the risk of filling errors due to misinterpretation or incorrect understanding from the respondents.

Validity and Feasibility Instrument Test Results

The implementation of the pre-test test was carried out from February 21 to 24, 2025 through the distribution of questionnaires to 40 respondents. This stage aims to evaluate the

feasibility of research instruments, particularly in terms of validity and reliability, before being used in the main data collection process. Pre-test tests are important to ensure that the developed instrument is able to measure the construct in question accurately and consistently.

The validity test is an important stage in the research process to ensure that the instrument used is really able to measure the variables in question precisely. Validity is assessed based on the extent to which the compiled indicators are able to represent all aspects of the construct to be measured (Hair et al., 2014). In this study, the validity was tested using several parameters, namely Kaiser-Meyer-Olkin (KMO), Bartlett's Test of Sphericity, Measure of Sampling Adequacy (MSA) and Component Matrix.

Table 1. Validity Pre-Test Test

Variable	Indicator	SME	Barlett's Test	MSA	Component Matrix	Info
Green Product	GPR1	0,780	0,000	0,736	0,796	Valid
	GPR2			0,748	0,883	
	GPR3			0,761	0,878	
	GPR4			0,899	0,822	
	GPR5			0,783	0,836	
Green price	GP1	0,845	0,000	0,850	0,937	Valid
	GP2			0,866	0,893	
	GP3			0,868	0,904	
	GP4			0,805	0,952	
Green place	GPL1	0,726	0,000	0,697	0,892	Valid
	GPL2			0,735	0,872	
	GPL3			0,752	0,863	
Green promotion	GPM1	0,920	0,000	0,947	0,863	Valid
	GPM2			0,926	0,903	
	GPM3			0,937	0,822	
	GPM4			0,896	0,927	
	GPM5			0,917	0,915	
	GPM6			0,905	0,939	
Green trust	GT1	0,*875*	0,000	0,907	0,722	Valid
	GT2			0,883	0,815	
	GT3			0,848	0,798	
	GT4			0,871	0,804	
	GT5			0,851	0,773	
	GT6			0,897	0,807	
Environment Value	EV1	0,869	0,000	0,873	0,764	Valid
	EV2			0,867	0,813	
	EV3			0,878	0,795	
	EV4			0,901	0,791	
	EV5			0,833	0,759	
	EV6			0,870	0,756	
	EV7			0,864	0,784	
Green knowledge	GK1	0,906	0,000	0,946	0,729	Valid
	GK2			0,903	0,815	
	GK3			0,879	0,804	
	GK4			0,909	0,838	
	GK5			0,916	0,778	
	GK6			0,884	0,870	
	GK7			0,921	0,846	
Attitude	AT1	0,778	0,000	0,772	0,818	
	AT2			0,714	0,787	
	AT3			0,887	0,803	
	AT4			0,752	0,827	
	AT5			0,763	0,794	
	AT6			0,676	0,868	

Variable	Indicator	SME	Barlett's Test	MSA	Component Matrix	Info
Repurchase intention	RP1	0,654	0,000	0,609	0,875	Valid
	RP2			0,899	0,901	
	RP3			0,647	0,901	
	RP4			0,569	0,768	
	RP5			0,592	0,819	

Source : Processed by Researcher (2025)

The results of the study showed that all indicators in the research instrument met the construct validity criteria. This is evidenced by the Kaiser-Meyer-Olkin (KMO) value for each variable that is above 0.5 which shows that the sample size is very adequate for factor analysis (Hair et al., 2014). The significance value of the Bartlett's Test is 0.000, which indicates that the data has an adequate correlation between items and is worthy of factorial analysis. In addition, all indicators have a Measure of Sampling Adequacy (MSA) value of ≥ 0.5 and a factor loading in the component matrix ≥ 0.7, which indicates that each item contributes strongly to the formation of the construct. Thus, all indicators are declared valid and can be used in further analysis.

After the instrument is declared valid, reliability testing is also carried out to assess the internal consistency between items in one construct. Reliability refers to the extent to which an instrument produces consistent data when used under similar conditions repeatedly. In this study, reliability was measured using Cronbach's Alpha coefficient. A construct is said to be reliable if it has a Cronbach's Alpha value of ≥ 0.70, which indicates that all items in the construct are consistent with each other (Ghozali, 2016).

Table 2. Reliability Test Results

Variable	*Cronbach's Alpha*	Criterion	Information
Green Product (X1)	0,897	> 0,70	*Reliable*
Green price (X2)	0,940	> 0,70	*Reliable*
Green place (X3)	0,846	> 0,70	*Reliable*
Green promotion (X4)	0,950	> 0,70	*Reliable*
Green trust (X5)	0,876	> 0,70	*Reliable*
Environmental value (X6)	0,893	> 0,70	*Reliable*
Green knowledge (X7)	0,912	> 0,70	*Reliable*
Attitude (Z)	0,845	> 0,70	*Reliable*
Repurchase intention (Y)	0,906	> 0,70	*Reliable*

Source: Primary data processed (2025)

Based on the results of the reliability test using Cronbach's Alpha coefficient, all variables in this study showed an alpha value above 0.70, which means that the entire construct met the criteria of good reliability. The highest Cronbach's Alpha value is indicated by the Green promotion variable (0.950), followed by Green price (0.940) and Green knowledge (0.912), which reflect a very high level of internal consistency. Meanwhile, other variables such as Green Product, Green trust, Environmental value, Green place, Attitude, and Repurchase intention also showed strong reliability with alpha values ranging from 0.845 to 0.906. Thus, all instruments used in this study can be categorized as reliable and suitable for further testing because they are able to produce consistent and reliable data.

Normality Test

The normality test aims to find out whether the data in this study is distributed normally. In the process, this analysis utilizes two main methods, namely Kolmogorov-Smirnov and Shapiro-Wilk, which are processed using SPSS software. A summary of the test results can be seen in Table 3.

Table 3. Normality Test

Tests of Normality						
	Kolmogorov-Smirnova			Shapiro-Wilk		
	Statistic	df	Itself.	Statistic	df	Sig.
GP_1	.249	500	.000	.845	500	.000
GP_2	.234	500	.000	.842	500	.000
GP_3	.251	500	.000	.841	500	.000
GP_4	.231	500	.000	.834	500	.000
GPR_1	.268	500	.000	.815	500	.000
GPR_2	.292	500	.000	.826	500	.000
GPR_3	.259	500	.000	.816	500	.000
GPR_4	.252	500	.000	.821	500	.000
GPR_5	.242	500	.000	.828	500	.000
GPL_1	.279	500	.000	.833	500	.000
GPL_2	.271	500	.000	.835	500	.000
GPL_3	.258	500	.000	.839	500	.000
GPM_1	.242	500	.000	.839	500	.000
GPM_2	.248	500	.000	.833	500	.000
GPM_3	.243	500	.000	.836	500	.000
GPM_4	.248	500	.000	.840	500	.000
GPM_5	.245	500	.000	.837	500	.000
GPM_6	.243	500	.000	.835	500	.000
GT_1	.244	500	.000	.840	500	.000
GT_2	.255	500	.000	.839	500	.000
GT_3	.252	500	.000	.839	500	.000
GT_4	.271	500	.000	.829	500	.000
GT_5	.246	500	.000	.835	500	.000
GT_6	.254	500	.000	.836	500	.000
EV_1	.246	500	.000	.835	500	.000
EV_2	.267	500	.000	.838	500	.000
EV_3	.257	500	.000	.835	500	.000
EV_4	.243	500	.000	.839	500	.000
EV_5	.259	500	.000	.831	500	.000
EV_6	.253	500	.000	.842	500	.000
EV_7	.242	500	.000	.848	500	.000
GK_1	.263	500	.000	.836	500	.000
GK_2	.249	500	.000	.833	500	.000
GK_3	.256	500	.000	.834	500	.000
GK_4	.253	500	.000	.837	500	.000
GK_5	.248	500	.000	.836	500	.000
GK_6	.265	500	.000	.829	500	.000
GK_7	.258	500	.000	.834	500	.000
AT_1	.358	500	.000	.645	500	.000
AT_2	.431	500	.000	.630	500	.000
AT_3	.465	500	.000	.537	500	.000
AT_4	.437	500	.000	.507	500	.000
AT_5	.390	500	.000	.673	500	.000
AT_6	.449	500	.000	.597	500	.000
RP_1	.468	500	.000	.490	500	.000
RP_2	.450	500	.000	.599	500	.000
RP_3	.462	500	.000	.507	500	.000
RP_4	.424	500	.000	.647	500	.000
RP_5	.450	500	.000	.591	500	.000

a. Lilliefors Significance Correction

Source: Primary data processed (2025)

The data is considered to be normally distributed if the significance value is more than 0.05, but the results of the analysis show that all variables have significance values below 0.01. These findings indicate that the data in the study did not follow a normal distribution. Therefore, the researcher used the PLS-SEM approach with the help of SmartPLS software as the main method in the analysis.

Measurement Model Testing

The results of the study confirmed that the measurement model test was carried out to ensure that all indicators used can represent the construct validly and reliably. In a reflective measurement model, the validity of the indicator is assessed through the outer loading value and the Average Variance Extracted (AVE). According to Hair et al. (2022), the indicator is said to be valid if the outer loading value ≥ 0.70. However, in exploratory social research, values between 0.40 and 0.70 are still acceptable if the elimination of the indicator does not significantly increase the reliability of the construct and the indicator is theoretically important (Hair et al., 2022). In addition, to meet the validity of the convergence, the AVE value of each construct must exceed 0.50 which indicates that more than 50% of the variance of the indicator is explained by the construct it is measuring.

Table 4. Validity of the Conference

Variable	Indicator	Outer Loading	AVE	Information
Attitude	**AT_1**	0,796	0,591	Valid
	AT_2	0,762		Valid
	AT_3	0,741		Valid
	AT_4	0,744		Valid
	AT_5	0,810		Valid
	AT_6	0,756		Valid
Environmental Value	**EV_1**	0,798	0,640	Valid
	EV_2	0,807		Valid
	EV_3	0,816		Valid
	EV_4	0,781		Valid
	EV_5	0,771		Valid
	EV_6	0,810		Valid
	EV_7	0,814		Valid
Green Knowledge	**GK_1**	0,815	0,635	Valid
	GK_2	0,813		Valid
	GK_3	0,823		Valid
	GK_4	0,787		Valid
	GK_5	0,783		Valid
	GK_6	0,788		Valid
	GK_7	0,768		Valid
Green Place	**GPL_1**	0,835	0,731	Valid
	GPL_2	0,875		Valid
	GPL_3	0,854		Valid
Green Promotion	**GPM_1**	0,800	0,667	Valid
	GPM_2	0,816		Valid
	GPM_3	0,788		Valid
	GPM_4	0,835		Valid
	GPM_5	0,847		Valid
	GPM_6	0,815		Valid
Green Product	**GPR_1**	0,808	0,651	Valid
	GPR_2	0,760		Valid
	GPR_3	0,800		Valid
	GPR_4	0,821		Valid
	GPR_5	0,844		Valid

Variable	Indicator	Outer Loading	AVE	Information
Green Price	**GP_1**	0,883	0,690	Valid
	GP_2	0,742		Valid
	GP_3	0,886		Valid
	GP_4	*0,803*		*Valid*
Green Trust	***GT_1***	*0,811*	*0,643*	*Valid*
	GT_2	0,811		Valid
	GT_3	0,820		Valid
	GT_4	0,776		Valid
	GT_5	0,790		Valid
	GT_6	0,802		Valid
Repurchase Intention	**RP_1**	0,730	0,585	Valid
	RP_2	0,741		Valid
	RP_3	0,767		Valid
	RP_4	0,749		Valid
	RP_5	0,834		Valid

Source: Primary data processed (2025)

Based on the results of data processing, in table 4.18, all indicators used in this study have an outer loading value that ranges from 0.730 to 0.886, so it can be concluded that each indicator is able to represent the individual construct well. In addition, the AVE value for the entire research construct has also passed the minimum threshold of 0.50. The Green place variable showed the highest AVE value of 0.731, while Attitude and Repurchase intention recorded the lowest AVE of 0.591 and 0.585, respectively. Although they are classified as the lowest, both values remain above the minimum limit of 0.50 and are still statistically acceptable (Hair et al., 2022).

This combination of a strong outer loading value and an adequate AVE value shows that the entire construct in the research model has met the measurement reliability. Thus, it can be concluded that the research instrument used is feasible to measure the relationship between variables in the subsequent structural model testing.

Table 5. Conference reliability

Variable	Cronbach's alpha	Composite Reliability	Information
AT_	0,862	0,865	Reliable
EV_	0,906	0,910	Reliable
GK_	0,904	0,910	Reliable
GPL_	0,817	0,824	Reliable
GPM_	0,901	0,909	Reliable
GPR_	0,868	0,880	Reliable
GP_	0,870	0,879	Reliable
GT_	0,889	0,891	Reliable
RP_	0,825	0,845	Reliable

Source: Primary data processed (2025)

In addition to validity, reflective measurement models are also evaluated through construct reliability to assess the internal consistency of indicators. According to Hair et al. (2022), construct reliability can be tested using two main approaches, namely Cronbach's alpha and Composite Reliability, where Composite Reliability is more appropriate in the context of Partial Least Squares Structural Equation Modeling (PLS-SEM). Construct reliability is well declared if Cronbach's alpha and Composite Reliability values ≥ 0.70, although in exploratory studies, values between 0.60 and 0.70 are still acceptable. The results of the data processing showed that all constructs in this study met these criteria, with Cronbach's alpha values ranging

from 0.817 to 0.906 and Composite Reliability ranging from 0.824 to 0.910. The Environmental Value (EV) and Green Knowledge (GK) variables had the highest reliability, while Green Place (GPL) and Repurchase Intention (RP) recorded the lowest reliability values, but remained above the minimum threshold. Other constructs such as Attitude (AT), Green Promotion (GPM), Green Product (GPR), Green Price (GP), and Green Trust (GT) also show excellent reliability. Thus, the combination of Cronbach's alpha values and high Composite Reliability shows that this research instrument has adequate internal consistency, making it suitable for use in structural model analysis.

Table 6. Discriminant Validity Measurement (HTMT)

	AT_	EV_	GK_	GPL_	GPM_	GPR_	GP_	GT_	RP_
AT_									
EV_	0,425								
GK_	0,467	0,062							
GPL_	0,074	0,071	0,056						
GPM_	0,111	0,068	0,065	0,063					
GPR_	0,064	0,048	0,060	0,109	0,068				
GP_	0,105	0,121	0,038	0,226	0,067	0,056			
GT_	0,365	0,047	0,066	0,061	0,077	0,067	0,101		
RP_	0,224	0,075	0,070	0,373	0,218	0,214	0,139	0,108	

Source: Primary data processed (2025)

Furthermore, a discriminant validity test was carried out using the Heterotrait-Monotrait Ratio (HTMT) approach. TMT is a recommended method as the main approach in assessing discriminant validity due to its high sensitivity in detecting construct discrimination problems. With the recommended HTMT value is ≤ 0.90. (Hair et al., 2022)

Based on Table 7, all HTMT values between construct pairs are well below this threshold, with the highest values recorded in the relationship between Repurchase intention (RP) and Green place (GPL) of 0.373, and between Attitude (AT) and Green knowledge (GK) of 0.467. This shows that each construct in the model actually measures different concepts clearly, so that it can be concluded that the discriminant validity in the model has been well met.

Table 7. Measurement of Discriminant Validity (Fornell-Larcker Criterion)

	AT_	EV_	GK_	GPL_	GPM_	GPR_	GP_	GT_	RP_
AT_	0,769								
EV_	0,381	0,800							
GK_	0,419	0,048	0,797						
GPL_	0,048	-0,055	0,043	0,855					
GPM_	-0,100	-0,060	-0,049	0,005	0,817				
GPR_	-0,055	-0,008	0,047	-0,085	-0,054	0,807			
GP_	-0,099	-0,111	-0,010	-0,186	-0,060	-0,047	0,830		
GT_	0,324	-0,004	0,051	-0,032	-0,022	0,003	-0,087	0,802	
RP_	0,149	0,017	0,028	0,313	0,196	0,150	-0,047	-0,081	0,765

Source: Primary data processed (2025)

Discriminant validity testing is also performed using the Fornell-Larcker Criterion method, which requires that the square root value of the AVE on the diagonal part of the table

must be greater than the correlation value between constructs in the same row and column. Based on Table 8, each diagonal value, such as in the variables Green place (0.855), Green price (0.830), Green promotion (0.817), Green knowledge (0.797), and others, has a higher value than its correlation values with other constructs. This shows that each construct has a good differentiation from the other, so it can be concluded that the validity of the discriminant in the model has been well met based on the Fornell-Larcker criterion.

Table 8. Cross Loading Measurements

	AT_	EV_	GK_	GPL_	GPM_	GPR_	GP_	GT_	RP_
AT_1	0,796	0,351	0,300	-0,004	-0,095	-0,057	-0,087	0,325	0,106
AT_2	0,762	0,299	0,344	0,027	-0,118	-0,045	-0,072	0,243	0,116
AT_3	0,741	0,259	0,297	0,051	-0,036	-0,012	-0,102	0,218	0,145
AT_4	0,744	0,257	0,263	0,033	-0,031	-0,055	-0,088	0,197	0,129
AT_5	0,810	0,262	0,342	0,074	-0,078	-0,034	-0,049	0,270	0,134
AT_6	0,756	0,318	0,376	0,046	-0,088	-0,048	-0,064	0,226	0,067
EV_1	0,273	0,798	0,034	-0,020	-0,034	0,000	-0,092	0,011	0,005
EV_2	0,360	0,807	0,080	-0,059	-0,027	0,049	-0,072	0,033	0,024
EV_3	0,310	0,816	0,030	-0,018	-0,055	-0,005	-0,107	0,019	0,049
EV_4	0,284	0,781	0,057	-0,030	-0,036	-0,016	-0,065	-0,042	-0,026
EV_5	0,287	0,771	-0,015	-0,069	-0,051	-0,022	-0,105	0,002	0,019
EV_6	0,319	0,810	0,061	-0,056	-0,054	-0,055	-0,078	-0,020	-0,002
EV_7	0,285	0,814	0,006	-0,049	-0,080	-0,007	-0,107	-0,036	0,022
GK_1	0,356	0,042	0,815	0,033	-0,073	0,050	-0,023	0,037	-0,012
GK_2	0,364	0,040	0,813	0,029	0,001	0,066	-0,028	0,037	0,053
GK_3	0,385	0,069	0,823	0,057	-0,052	0,028	-0,026	0,023	0,059
GK_4	0,275	0,009	0,787	0,040	-0,004	0,030	-0,009	0,052	0,008
GK_5	0,334	0,027	0,783	0,024	-0,028	0,030	0,004	0,075	-0,013
GK_6	0,307	0,042	0,788	0,030	-0,073	0,048	-0,012	0,038	0,068
GK_7	0,289	0,024	0,768	0,022	-0,040	-0,001	0,048	0,028	-0,020
GPL_1	0,055	-0,004	0,086	0,835	-0,051	-0,083	-0,166	-0,031	0,238
GPL_2	-0,003	-0,094	0,025	0,875	0,066	-0,097	-0,125	-0,068	0,291
GPL_3	0,077	-0,033	0,006	0,854	-0,013	-0,037	-0,189	0,018	0,270
GPM_1	-0,061	-0,020	-0,029	-0,019	0,800	-0,074	-0,018	-0,032	0,131
GPM_2	-0,138	-0,016	-0,066	0,034	0,816	-0,051	-0,060	-0,071	0,153
GPM_3	-0,030	-0,065	0,010	-0,032	0,788	-0,041	-0,037	0,063	0,152
GPM_4	-0,107	-0,059	-0,068	0,004	0,835	-0,049	-0,040	-0,051	0,186
GPM_5	-0,076	-0,088	-0,044	0,037	0,847	-0,053	-0,039	-0,002	0,185
GPM_6	-0,069	-0,029	-0,035	-0,011	0,815	0,007	-0,108	-0,015	0,139
GPR_1	-0,025	-0,040	0,062	-0,072	-0,033	0,808	-0,023	0,000	0,139
GPR_2	-0,049	-0,001	0,051	-0,035	-0,036	0,760	-0,021	0,009	0,126
GPR_3	-0,033	0,033	0,042	-0,125	-0,062	0,800	-0,034	0,022	0,077
GPR_4	-0,019	-0,012	0,040	-0,069	-0,057	0,821	-0,060	0,024	0,102
GPR_5	-0,085	0,002	-0,004	-0,063	-0,041	0,844	-0,054	-0,028	0,138
GP_1	-0,084	-0,113	0,002	-0,166	-0,043	-0,011	0,883	-0,066	-0,044
GP_2	-0,041	-0,073	0,013	-0,161	0,000	-0,032	0,742	-0,080	-0,001
GP_3	-0,090	-0,084	-0,027	-0,157	-0,048	-0,085	0,886	-0,096	-0,047
GP_4	-0,083	-0,090	0,003	-0,157	-0,077	-0,012	0,803	-0,054	-0,027
GT_1	0,269	-0,003	0,064	0,001	-0,070	0,042	-0,044	0,811	-0,100

	AT_	EV_	GK_	GPL_	GPM_	GPR_	GP_	GT_	RP_
GT_2	0,282	-0,033	0,064	-0,008	-0,075	-0,048	-0,039	0,811	-0,094
GT_3	0,261	0,034	0,053	-0,062	0,058	-0,031	-0,143	0,820	-0,066
GT_4	0,233	0,016	0,002	-0,023	0,000	-0,052	-0,074	0,776	-0,061
GT_5	0,247	-0,031	-0,003	-0,017	-0,009	0,020	-0,044	0,790	-0,057
GT_6	0,262	-0,001	0,057	-0,049	-0,002	0,082	-0,077	0,802	-0,010
RP_1	0,156	0,043	-0,008	0,234	0,120	-0,104	-0,176	-0,011	0,730
RP_2	0,193	0,044	0,050	0,216	0,155	0,035	0,031	-0,043	0,741
RP_3	0,180	0,036	0,010	0,197	0,123	0,132	-0,175	-0,016	0,767
RP_4	-0,060	-0,085	-0,025	0,226	0,153	0,275	0,022	-0,154	0,749
RP_5	0,127	0,035	0,059	0,308	0,182	0,151	0,036	-0,065	0,834

Source: Primary data processed (2025)

Discriminant validity testing is also carried out using the cross loading method, which aims to ensure that each indicator has the highest correlation to the construct it is measuring compared to other constructs. Based on the results in Table 4.22 Cross Loading, all indicators show the highest correlation value in their origin variables. For example, the AT_1 indicator has the highest loading of 0.796 for the Attitude construct compared to its correlation with other constructs such as Environmental value (0.351) or Green trust (0.325). Similarly, other indicators such as GPL_2 show a loading of 0.875 against the Green place, much higher than its correlation with other constructs.

Based on the three test methods used, all constructs in this study were proven to have adequate discriminant validity. This shows that each construct is uniquely measured by its own indicators and that there is no overlap between constructs, so the model is feasible to proceed to the structural model testing stage.

Structural Model Tampering

Table 9. Measurement of Variance Inflation Factor (VIF)

Indicator	VIF	Indicator	VIF	Indicator	VIF	Indicator	VIF
AT_1	2,542	**GK_1**	2,177	**GPM_3**	1,939	**GP_4**	2,028
AT_2	2,084	**GK_2**	2,165	**GPM_4**	2,181	**GT_1**	2,047
AT_3	2,120	**GK_3**	2,209	**GPM_5**	2,309	**GT_2**	1,997
AT_4	2,240	**GK_4**	2,088	**GPM_6**	2,222	**GT_3**	2,144
AT_5	2,561	**GK_5**	1,949	**GPR_1**	1,796	**GT_4**	1,881
AT_6	2,052	**GK_6**	2,038	**GPR_2**	1,593	**GT_5**	1,943
EV_1	2,141	**GK_7**	1,920	**GPR_3**	2,193	**GT_6**	1,995
EV_2	2,030	**GPL_1**	1,787	**GPR_4**	2,203	**RP_1**	2,097
EV_3	2,226	**GPL_2**	1,871	**GPR_5**	2,105	**RP_2**	1,992
EV_4	2,003	**GPL_3**	1,776	**GP_1**	2,182	**RP_3**	2,534
EV_5	1,911	**GPM_1**	2,109	**GP_2**	2,236	**RP_4**	2,100
EV_6	2,139	**GPM_2**	2,163	**GP_3**	1,975	**RP_5**	2,666
EV_7	2,244						

Source: Primary data processed (2025)

Multicollinearity testing is performed to ensure that there is no very strong relationship between indicators in a single construct, which can disrupt the stability of the model estimates. The common criterion used was the VIF value < 5, which indicates the absence of excessive multicollinearity (Hair et al., 201224). Based on Table 10, the entire VIF value for each indicator is in the range between 1.593 and 2.666. This shows that none of the indicators experience multicollinearity problems.

For example, the indicators with the highest VIF values are RP_5 of 2.666 and AT_5 of 2.561, but both are still well below the critical limit. Meanwhile, some indicators such as

GPR_2 (1.593), GPL_3 (1.776), and GK_7 (1.920) have relatively low VIF values, indicating that each indicator has a reasonable relationship with the other indicators in its construct. Thus, it can be concluded that all indicators in the model do not experience multicollinearity and are suitable for use in subsequent structural analysis.

Table 10. Measurement of Dependent Variable Determination Coefficient

Variable	R^2	Information
AT_	0,400	Keep
RP_	0,201	Weak

The measurement of the determination coefficient (R^2) aims to find out how much of the proportion of variance of the dependent variables can be explained by the independent variables in the model. The R^2 value ≥ 0.25 is considered adequate, ≥ 0.50 moderate, and ≥ 0.75 high. Based on Table 11, the R^2 value for the Attitude variable of 0.400 which falls into the moderate category, shows that 40% of the variation in the respondent's attitude can be explained by the independent variable that influences it. Meanwhile, the R^2 value for the Repurchase intention variable is 0.201, which is relatively weak, meaning that only 20.1% of the variation in repurchase intention can be explained by the construct used in the model.

Table 11. Table Measurements f^2

Relationship	f^2
AT_ → RP_	0,036
EV_ → AT_	0,221
GK_ → AT_	0,247
GPL_ → RP_	0,131
GPM_ → RP_	0,063
GPR_ → RP_	0,050
GP_ → RP_	0,004
GT_ → AT_	0,155

The measurement of the effect size value (f^2) was used to determine the relative contribution of each independent variable to the dependent variable in the structural model. Based on Table 12, the f^2 values are classified as small (≥ 0.02), medium (≥ 0.15), and large (≥ 0.35) according to Hair et al. Cohen (20221988). The results showed that the influence of Environmental value on Attitude had a moderate effect with an f^2 value of 0.221, as well as Green knowledge (0.247) and Green trust (0.155) on Attitude, which showed a significant contribution in shaping consumer attitudes towards environmentally friendly products.

Meanwhile, the relationship of Attitude to Repurchase intention showed a small effect with an f^2 value of 0.036, as well as Green promotion (0.063), Green Product (0.050), and Green place (0.131) on Repurchase intention, where Green place showed a close to moderate effect. The effect of Green price on Repurchase intention has the lowest f^2 value of 0.004, which indicates that the contribution is very small and less significant in the model. These findings indicate that attitude formation is more influenced by environmental value, knowledge, and trust factors, while repurchase intention is influenced by certain attitudes and marketing elements to a limited extent.

Table 12. Predictive Relevant Variable Measurement

Variable	Q^2	Information
AT_	0,230	Medium
EV_	0,000	Low
GK_	0,000	Low

Variable	Q^2	Information
GPL_	0,000	Low
GPM_	0,000	Low
GPR_	0,000	Low
GP_	0,000	Low
GT_	0,000	Low
RP_	0,106	Low

The measurement of Q^2 values was used to assess the model's predictive ability against endogenous variables, where Q^2 values > 0 indicated predictive relevance, with $Q^2 \geq 0.35$ categorized as high, ≥ 0.15 moderate, and ≥ 0.02 low (Hair et al, 2022). that the model has predictive relevance, and the higher the value, the better its predictive capabilities. Based on Table 4.26, the Attitude variable has a Q^2 value of 0.230 which is included in the medium category, indicating that the model has a fairly good ability to predict the Attitude construct. Meanwhile, the Q^2 value for Repurchase intention was recorded at 0.106 and was in the low category, indicating that the model's predictive ability on repurchase intent is still limited.

As for all exogenous variables such as Environmental value, Green knowledge, Green place, Green promotion, Green Product, Green price, and Green trust, the Q^2 value is 0.000 which is relatively low, because indeed these variables are independent and not predicted by other variables in the model. Overall, these results show that the model has sufficient predictive relevance to consumer attitudes, but still needs to be strengthened in explaining repurchase intentions, either through the addition of other variables or refinement of the theoretical model used.

Hypothesis Test

Table 13. Direct Impact Test Measurements

Hypothesis	Hypothesis Statement	Path Coefficient	T-Value	P-Value	95% Confidence Interval	
					Upper Limit	Lower Limit
H1	**GPR_ -> RP_**	0,202	4,118	0,000	0,131	0,281
H2	**GP_ -> RP_**	0,054	0,724	0,234	-0,102	0,169
H3	**GPL_ -> RP_**	0,331	9,055	0,000	0,268	0,388
H4	**GPM_ -> RP_**	0,226	4,972	0,000	0,154	0,302
H5	**GT_ -> AT_**	0,306	6,896	0,000	0,232	0,379
H6	**EV_ -> AT_**	0,364	9,817	0,000	0,304	0,425
H7	**GK_ -> AT_**	0,386	11,873	0,000	0,335	0,44
H8	**AT_ -> RP_**	0,172	3,570	0,000	0,089	0,248

Based on the results of the direct influence test in Table 13, all hypotheses except H2 showed significant results, shown by a P-Value of < 0.05 and a T-Value of > 1.96. The H1 hypothesis states that Green Product has an effect on Repurchase intention with a path coefficient value of 0.202 and significant ($p = 0.000$), as well as H3 (Green place → Repurchase intention) with the strongest influence of 0.331. H4 shows that Green promotion also has a significant positive effect on Repurchase intention ($\beta = 0.226$, $p = 0.000$). For the variables Green trust, Environmental value, and Green knowledge towards Attitude (H5, H6, H7), all of them are significant with path coefficients of 0.306, 0.364, and 0.386, respectively, indicating an important contribution to the formation of consumer attitudes.

Meanwhile, H8 showed that Attitude had a positive effect on Repurchase intention with a path coefficient value of 0.172 and significant ($p = 0.000$), strengthening the role of attitude as a mediating variable in the model. However, the only insignificant relationship is H2, which

is the effect of Green price on Repurchase intention with a value of p = 0.234 and T-Value = 0.724. This suggests that the perception of eco-friendly prices does not directly affect repurchase intentions, likely because other factors such as perceived value or consumer preferences are more dominant in determining the decision. Overall, the model shows a strong and significant relationship between most variables, supporting the validity of the constructed model structure.

Table 14. Mediation Test Measurements

Hypothesis	Hypothesis Statement	Path Coefficient	T-Value	P-Value	95% Confidence Interval Upper Limit	95% Confidence Interval Lower Limit
H9	**GT_ -> AT_ -> RP_**	0,053	3,925	0,000	0,029	0,073
H10	**EV_ -> AT_ -> RP_**	0,063	3,813	0,000	0,034	0,088
H11	**GK_ -> AT_ -> RP_**	0,067	3,568	0,000	0,035	0,096

The mediation test was conducted to find out whether the Attitude variable mediated the influence of Green trust, Environmental value, and Green knowledge on Repurchase intention. Based on Table 14, all mediation hypotheses (H9, H10, and H11) showed significant results with a P-Value of 0.000 and a T-Value above 1.96 respectively. Hypothesis H9 shows that Green trust has a significant effect on Repurchase intention through Attitude with a path coefficient value of 0.053. Likewise, H10 (Environmental value → Attitude → Repurchase intention) has an influence value of 0.063, and H11 (Green knowledge → Attitude → Repurchase intention) of 0.067.

Table 15. Hypothesis Measurement Results

Hypothesis	Information
H1: *Green products* have a positive effect on *repurchase intention*	Accepted Hypothesis
H2: *Green price* has a positive effect on *repurchase intention*	Rejected Hypothesis
H3: *Green place* has a positive effect on *repurchase intention*	Accepted Hypothesis
H4: *Green promotion* has a positive effect on *repurchase intention*	Accepted Hypothesis
H5: *Green trust* has a positive effect on *attitude*	Accepted Hypothesis
H6: *Environmental value* has a positive effect on *attitude*	Accepted Hypothesis
H7: *Green knowledge* has a positive effect on *attitude*	Accepted Hypothesis
H8: *Attitude* has a positive effect on *repurchase intention*	Accepted Hypothesis
H9: *Green trust* has a positive effect on *attitude-mediated repurchase intention*	Accepted Hypothesis
H10: *Environmental value* has a positive effect on *attitude-mediated repurchase intention*	Accepted Hypothesis
H11: *Green knowledge* has a positive effect on *attitude-mediated repurchase intention*	Accepted Hypothesis

Based on the results of hypothesis testing shown in Table 15, of the eleven hypotheses proposed in this study, ten hypotheses were accepted, and one hypothesis was rejected. The accepted hypotheses include the positive influence of Green Product, Green place, Green promotion, and Attitude on Repurchase intention (H1, H3, H4, H8), as well as the influence of Green trust, Environmental value, and Green knowledge on Attitude (H5, H6, H7). In addition, all three mediation hypotheses (H9, H10, H11) were also accepted, which confirmed that Attitude significantly mediated the influence of these three variables on Repurchase intention. The only hypothesis that was rejected was H2, namely the effect of Green price on Repurchase intention, which means that the perception of environmentally friendly prices did not have a significant direct influence on consumer repurchase intention in the context of this study.

The Influence of Green Products on Repurchase Intention

The results of the hypothesis test 1 (H1) show that Green Product (GPR) has a positive and significant effect on Repurchase Intention (RP), with a beta value of 24.6%, a path coefficient value of 0.202, a t-value of 4.118, and a p-value of 0.000, which is below the significance threshold of 5%. The 95% confidence interval indicates the lower limit of 0.131

and the upper limit of 0.281, both of which do not pass zero, confirming the stability of the influence. These findings conclude that GPR directly increases consumer RP for eco-friendly skincare products in Indonesia, contrary to research by Mahmoud et al. (2024) which found a positive effect was not significant. Differences in results may be due to different research contexts, including respondent characteristics and levels of environmental awareness in each country. On the contrary, these results are in line with the research of Shahira (2016), which shows that the value of environmental benefits of green products has a significant positive effect on RP, as well as the research of Mawardi et al. (2024) which found a significant contribution of GPR to RP in the fast-food restaurant sector. These findings suggest that the quality and confidence of consumers in green products increases the likelihood of repurchases. Therefore, companies in the eco-friendly skincare industry need to ensure their products meet sustainability standards and provide tangible benefits. Strengthening transparency, sustainability certification, product innovation, and effective communication strategies are the keys to improving consumer RP for eco-friendly skincare products in Indonesia.

The Influence of Green Price on Repurchase Intention

The results of hypothesis 2 (H2) testing showed that Green Price (GP) had a positive but insignificant effect on Repurchase Intention (RP), with a path coefficient of 0.054, a t-value of 0.724, and a p-value of 0.234 that exceeded the significance threshold of 5%. The 95% confidence interval is in the range of -0.102 to 0.169, which goes beyond zero, indicating the instability of the influence. These findings indicate that GPs do not have a significant effect on consumer repurchase intentions for eco-friendly skincare products in Indonesia, contrary to research by Mahmoud et al. (2024) who found a positive and significant influence. Although eco-friendly products tend to have higher prices due to the use of natural ingredients and sustainable production processes, environmentally conscious consumers see green prices as a long-term investment, not just an additional cost. Transparency in the implementation of green pricing is also important to build consumer trust; They are more loyal to a brand that clearly communicates the reason behind the premium price. In Indonesia, with a wide range of purchasing power, companies need to adapt their pricing strategy to the target market segment, for example through offering product variants with different price ranges or loyalty programs. Strategic implications for companies include improving the perception of value through education on product benefits, running transparent pricing communications, and tailoring pricing strategies to consumer purchasing power. Although GPs did not show a significant influence, these results confirm the importance of consumer trust in transparency and the benefits of green products in increasing the likelihood of repurchases. Companies must ensure that pricing strategies reflect a commitment to sustainability and consumer well-being.

The Influence of Green Place on Repurchase Intention

The results of hypothesis 3 (H3) testing showed that Green Place (GPL) had a positive and significant effect on Repurchase Intention (RP), with a path coefficient of 0.331, a t-value of 9.055, and a p-value of 0.000 which was below the significance threshold of 5%. The 95% confidence interval indicates the lower limit of 0.268 and the upper limit of 0.388, which do not cross the zero figure, confirming the stability of the influence. These findings conclude that GPL directly increases consumer repurchase intent for eco-friendly skincare products in Indonesia. In the skincare industry, the concept of GPL is not only related to the physical location of the retail, but also the application of sustainability principles in store design, layout, and operations. The use of renewable energy, waste reduction, and eco-friendly materials in interiors can create a positive shopping experience. Environmentally conscious consumers are more likely to shop in places that reflect sustainability values, which in turn increases RP. Sustainability-focused store design improves customer comfort and satisfaction, which is a key factor in repurchase decisions. In addition, GPL strategies help build a responsible brand image, where consumers are more loyal to brands with a strong commitment to sustainability.

Therefore, the implementation of an effective GPL strategy can strengthen the competitiveness of eco-friendly skincare companies, create shopping experiences that support sustainability principles, and integrate other marketing aspects to further improve RP and support the growth of the eco-friendly product market in Indonesia.

The Effect of Green Promotion on Repurchase Intention

The results of hypothesis 4 (H4) testing showed that Green Promotion (GPM) had a positive and significant effect on Repurchase Intention (RP), with a path coefficient of 0.226, a t-value of 4.972, and a p-value of 0.000 which was below the significance threshold of 5%. The 95% confidence interval indicates the lower limit of 0.154 and the upper limit of 0.302, which does not go past zero, confirming the stability of the influence. These findings conclude that GPM directly increases consumers' repurchase intention for eco-friendly skincare products in Indonesia. GPM serves to communicate sustainability values to consumers and increase brand awareness and education about the positive impact of products on the environment. Consumer confidence in the company's green claims is critical; Consumers who are confident in their brand's sustainability commitment tend to be more loyal. Conversely, the practice of greenwashing can undermine this trust. In the skincare industry, the existence of environmental certification labels and digital-based educational campaigns are key factors in increasing trust and repurchase intentions. Therefore, a green promotion strategy based on education, credibility, and transparency is a key element for building long-term relationships with customers. Effective implementation of GPM supports business sustainability and creates meaningful consumption experiences, as well as providing a competitive advantage in an increasingly competitive market.

The Influence of Green Trust on Attitude

The results of hypothesis 5 (H5) testing showed that Green Trust (GT) had a positive and significant effect on Attitude (AT), with a path coefficient of 0.306, a t-value of 6.896, and a p-value of 0.000, which was below the significance threshold of 5%. A 95% confidence interval indicates a lower bound of 0.232 and an upper bound of 0.379, which does not cross zero, indicating the stability of the influence. These findings conclude that GT directly improves consumer attitudes towards eco-friendly skincare products in Indonesia, supporting previous research by Hussain et al. (2024). Green trust has its roots in the theory of social exchange, where the relationship between consumers and green brands is based on the belief that products meet sustainability standards. This trust creates positive expectations for transparency and the company's commitment to sustainability. In the skincare industry, GT is becoming increasingly important as consumers become aware of safe and natural products, so they are more selective in choosing products with credible sustainability claims. When consumers believe that a product is truly eco-friendly, they tend to develop a positive attitude towards the brand, which reduces skepticism towards green marketing practices. In Indonesia, consumers are often faced with the challenge of distinguishing products with valid green claims and those that only use greenwashing strategies, making GT crucial to build consumer confidence. The increasing use of digital platforms is also influencing the perception of GT, where consumers rely on online reviews and social media to evaluate green claims. Therefore, companies need to strengthen the credibility and transparency of their sustainability claims through certification, educational marketing communications, and participation in environmental programs to build long-term relationships with consumers and encourage more sustainable consumption behaviors.

The Influence of Environmental Value on Attitude

The results of hypothesis 6 (H6) testing showed that Environmental Value (EV) had a positive and significant effect on Attitude (AT), with a path coefficient of 0.364, a t-value of 9.817, and a p-value of 0.000, which was below the significance threshold of 5%. The 95% confidence interval indicates the lower limit of 0.304 and the upper limit of 0.425, which does

not pass zero, confirming the stability of the influence. These findings conclude that EVs directly increase consumer attitudes towards eco-friendly skincare products in Indonesia, supporting previous research by Ma and Chang and Amalia and Darmawan (2023). EVs are the basic principles that shape an individual's awareness of environmental impact and encourage more responsible behavior. In the Value-Belief-Norm (VBN) theory, EVs are considered to be the primary cornerstones that influence individual beliefs and sustainable behavior. Consumers with high EVs tend to show a positive attitude towards products that align with sustainability principles, reflecting their preference for brands that implement eco-friendly practices. This relationship can also be explained through norms and emotions in decision-making, where consumers consider not only the functional benefits but also the social and ecological impacts of consumption. The results of this study confirm that EVs have a central role in forming positive attitudes towards eco-friendly skincare products, so companies are advised to improve sustainability value communication, consumer education, and eco-friendly innovations to strengthen positive attitudes and consumer loyalty.

The Influence of Green Knowledge on Attitude

The results of hypothesis 7 (H7) testing showed that Green Knowledge (GK) had a positive and significant effect on Attitude (AT), with a path coefficient of 0.386, a t-value of 11.873, and a p-value of 0.000, which showed a significance below 5%. The 95% confidence interval is in the range of 0.335 to 0.440, which does not go past zero, confirming the stability of the influence. These findings conclude that GK directly improves consumer attitudes towards eco-friendly skincare products in Indonesia, in line with the research of Amalia and Darmawan (2023). Within the framework of Knowledge-Attitude-Behavior (KAB), environmental knowledge encourages the formation of positive attitudes, where consumers who understand the ecological impact of products and sustainable production processes tend to show more positive attitudes. Factors such as personal and cultural values also play a role in consumers' decision to buy eco-friendly products. Awareness of environmental issues, as well as information about natural ingredients and sustainability certification, further shapes a positive attitude towards skincare products. Therefore, companies need to develop educational strategies that increase consumer understanding of environmental issues and transparency of information about the advantages of environmentally friendly products. Marketing campaigns that emphasize education about natural active ingredients and environmental benefits can strengthen consumer preferences. Thus, increasing consumer GK is the main strategy in strengthening the sustainability of the eco-friendly product market and encouraging the growth of a broader eco-based skincare industry in Indonesia.

The Influence of Attitude on Repurchase Intention

The results of hypothesis 8 (H8) testing showed that Attitude (AT) had a positive and significant effect on Repurchase Intention (RP), with a path coefficient of 0.172, a t-value of 3.570, and a p-value of 0.000 which showed a significance below 5%. A 95% confidence interval indicates a lower bound of 0.089 and an upper bound of 0.248, which does not pass zero, indicating the stability of the influence. These findings conclude that attitudes directly increase consumer repurchase intentions in the context of eco-friendly skincare products in Indonesia, in line with previous research by De Farias et al. (2019) and Hussain et al. (2024). In the Theory of Planned Behavior (TPB) by Hagger (2022), attitude is an individual's evaluation of an action that affects the intention to act. Consumers with a positive attitude towards products tend to be more motivated to buy again because they believe in their benefits for the environment and skin health. Factors such as the safety of natural ingredients, organic certification, and sustainability in the production process play an important role in building consumer trust. Positive experiences with products, transparency, and education about sustainability commitments can reinforce this positive attitude. However, the main challenge is to overcome consumer skepticism of unproven green claims, such as greenwashing, which

can undermine trust and reduce repurchase intent. Therefore, brands need to communicate sustainability commitments honestly through transparency in the supply chain and environmental certification. Thus, consumer positive attitudes are a key factor in increasing repurchase intent and indicators of long-term success for brands in the sustainable beauty industry, with a deep understanding of the factors that shape attitudes as a foundation for the development of more effective green marketing strategies.

Green Trust Affects Repurchase Intention Mediated by Attitude

The results of hypothesis 9 (H9) testing showed that Green Trust (GT) had a positive and significant effect on Repurchase Intention (RP) through Attitude (AT) mediation, with a path coefficient of 0.053, a t-value of 3.925, and a p-value of 0.000, which confirmed the significance of the relationship. The 95% confidence interval that did not go beyond zero indicates the stability of the mediation effect, proving that attitudes significantly mediate the relationship between GT and consumer RP on eco-friendly skincare products in Indonesia. Green trust refers to consumers' belief in the credibility and ecological commitment of a brand, which in the context of Social Exchange Theory, creates stable relationships based on reciprocity. This trust not only enhances functional perceptions of the product, but also forms emotional and moral values that strengthen consumers' affective attachment. Within the framework of the Theory of Planned Behavior (TPB), attitudes function as mediators between beliefs and behavioral intentions, where beliefs in the ecological commitment of the product reinforce positive attitudes that encourage repurchase intentions. These findings expand the application of TPB by adding GT as factors influencing attitudes and RP, suggesting that trust is an important structural element in the sustainable behavioral intent model. To build green trust, companies need to focus on credibility and transparency, provide evidence of environmental commitment, develop educational campaigns, and engage consumers in sustainability initiatives. This strategy not only strengthens green trust but also forms a positive attitude that is the basis of long-term loyalty and repeat purchasing behavior, contributing to a more sustainable transformation of consumption behavior.

Environmental value affects repurchase intention that is mediated by attitude

The results of hypothesis 10 (H10) test showed that Environmental Value (EV) had a positive and significant effect on Repurchase Intention (RP) through Attitude (AT) mediation, with a path coefficient of 0.063, a t-value of 3.813, and a p-value of 0.000, which confirmed the significance of the relationship. The 95% confidence interval that did not pass zero indicates the stability of the mediation effect, indicating that attitudes significantly mediate the influence of EVs on consumer RP on eco-friendly skincare products in Indonesia. Theoretically, individual values are a stable frame of reference for assessing social issues, including the environment, with EVs reflecting moral beliefs that drive decisions based on sustainability principles. Consumers with high EVs will be more aware of the ecological impact of their choices and are likely to exhibit consistent behaviors towards products that support nature conservation. Positive attitudes towards eco-friendly products, influenced by the perception that such consumption is in accordance with sustainability values, serve as a bridge between values and behavioural intentions. These findings reinforce the validity of the Value-Belief-Norm (VBN) and Theory of Planned Behavior (TPB) frameworks in explaining sustainable consumption behaviors, suggesting that moral and normative motivation are just as important as functional motivation in repurchase decisions. From a practical perspective, companies need to explicitly communicate sustainability values in their marketing strategies, use value-based approaches to tailor communication messages to consumer values, and increase public education about the ecological impact of consumption to build value-based loyalty that is more resilient to external influences.

Green Knowledge Affects Repurchase Intention Mediated by Attitude

The results of hypothesis 11 (H11) testing showed that Green Knowledge (GK) had a positive and significant effect on Repurchase Intention (RP) through Attitude (AT) mediation, with a path coefficient of 0.067, a t-value of 3.568, and a p-value of 0.000, confirming the significance of this relationship. A 95% confidence interval indicates the stability of the mediating influence. GK serves as a cognitive foundation that shapes the way consumers judge products based on environmental impact, in accordance with the Knowledge-Attitude-Behavior (KAB) theory which states that adequate knowledge is the basis for the formation of attitudes and behaviors. Increased consumer understanding of the negative impacts of conventional consumption encourages positive attitudes towards sustainable consumption, and GK also plays a role in building environmental concerns that drive eco-friendly behaviors. Attitude serves as a mediating variable that bridges the relationship between GK and RP, where a positive attitude towards green products is the main driver in shaping repurchase intentions. These findings enrich the literature on green consumer behavior by affirming the validity of the KAB model and the Theory of Planned Behavior (TPB), suggesting that cognitive and affective dimensions play an integral role in sustainable behavior. For businesses, it is important to convey educational information about product sustainability, as well as strengthen eco-labeling and supply chain transparency to build consumer loyalty to brands that are committed to environmental sustainability.

CONCLUSION

This study concludes that the green marketing mix elements—specifically green product, green place, and green promotion—significantly enhance repurchase intention for eco-friendly skincare products in Indonesia, while green price does not have a direct significant impact. Additionally, green trust, environmental value, and green knowledge positively shape consumer attitudes, which mediate their effect on repurchase intention, highlighting the pivotal role of attitudes in translating environmental values and trust into loyal purchasing behavior. The integration of the Theory of Planned Behavior (TPB), Value-Belief-Norm (VBN) theory, and Knowledge-Attitude-Behavior (KAB) model demonstrates that both cognitive and affective factors are essential in driving sustainable consumption decisions in the green skincare market. For future research, it is suggested to broaden the geographical and demographic scope to capture diverse cultural and economic influences, incorporate additional mediating or moderating variables such as perceived behavioral control, social norms, brand loyalty, or emotional attachment, and employ longitudinal designs to observe changes in attitudes and behaviors over time. Furthermore, exploring industry-specific factors like packaging innovation, certification credibility, and digital engagement strategies could offer valuable insights for enhancing consumer trust and long-term loyalty.

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