

THE INFLUENCE OF GREEN PRODUCTS AND BRAND IMAGE ON THE PURCHASE DECISION OF THE BODY SHOP PRODUCTS IN JEMBER THROUGH TRUST

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ABSTRACT

This research For analyze influence green product, and image brand to decision purchase The Body Shop Indonesia products in Jember via trust. Internal data type study This is quantitative data. Data sources used in research This namely primary data from spread questionnaire. Retrieval technique sample in study This is purposive sampling with incidental sampling method, with total respondents as many as 170 consumers The Body Shop products. Deep data analysis study This is SEM-PLS with use tool Smart PLS data processing 4. Research results This ; 1) green products have an effect positive and significant to trust , 2) image brand influential positive and significant to trust , 3) green products no influential positive and significant to decision purchasing , 4) image brand influential positive and significant to decision purchase , 5) trust influential positive and significant to decision purchases , 6) green products have an effect positive and significant to decision purchase through trust , 7) image brand influential positive and significant to decision purchase through trust.



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1. INTRODUCTION

Marketing management is the process of planning and implementing the realization of pricing, promotion and distribution of goods or services and ideas to create exchanges with consumers by fulfilling consumer desires (Saida, 2020, p. 5). The problem of environmental damage and global warming is a problem that we often find around our environment. This is a concern for companies to be able to apply green marketing as their attraction to consumers. Environmental damage and global warming can occur starting from society or consumers who are less concerned about a healthy environment. Therefore, in this case, it is expected that

the Company can implement a green marketing system to create environmentally friendly products that are produced to reduce the problems of environmental damage and global warming (Naz et al., 2022). According to Zhao et al. (2024) The occurrence of environmental pollution and excessive exploitation of resources will result in severe environmental damage. Therefore, companies are asked to develop technology and innovation to create green products to overcome the problems of environmental damage and global warming. With the development of technology and innovation in creating green products, it is expected to provide consumers with a view of green products to overcome the problems of environmental damage and global warming.

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According to Nurul et al. (2023) Green products are products that are produced by using organic raw materials and without using chemicals for the products. Green products can minimize the use of natural resources, so that they do not cause negative impacts during the production process of the product (Dong et al., 2023). One of the companies that adopts an environmentally friendly or green product system is The Body Shop. According to Sudaryanto et al. (2025a) and Sudaryanto et al. (2025b) the use of quality raw materials and the latest innovations, then the product can attract the attention of consumers. As done by The Body Shop, The Body Shop uses raw materials with good quality and natural raw materials that do not cause negative impacts on consumers and the surrounding environment. The company is engaged in cosmetics and offers products with natural ingredients, environmentally friendly, and does not test its products on animals. The Body Shop was born from the ideas of reusing, refilling and recycling (Pramadhani & Nugroho, 2024). Apart from green products, brand image also influences consumer purchasing decisions. According to Issa et al. (2024) Brand image is the consumer's perception of the brand used. Therefore, the Company must be able to build a good image in the eyes of consumers so that the product is easily remembered by consumers and consumers will make purchases of the product. The form of consumer trust is a form of relationship between consumers and a product (Alhabeeb, 2007). Trust is also a form of driving the relationship between consumers and brands to make purchasing decisions. Consumer trust in a particular product can indirectly influence consumer purchasing decisions and recommend or suggest to people around them to use the product. According to Hanaysha (2022) several factors that can determine purchasing decisions made by consumers. First there are internal factors, in internal factors include attitudes, knowledge, perceptions, and lifestyles. Second there are external factors that include culture, groups, and social classes. According to Sudaryanto et al. (2025) Consumer behavior is an activity carried out by consumers in the process of buying and selling goods or services which will determine the purchasing decision made by the consumer. Whereas according to consumer behavior is said to be a purchase that involves the acquisition, consumption, of goods, services and ideas.

2. LITERATURE REVIEW

2.1 Retail Marketing Management

Retail marketing is a business activity or enterprise in selling goods or services directly to consumers for personal, household and non-business consumption. Whereas according to Agus (2021, p. 2) business activities involving the process of buying and selling goods or services to consumers for personal, family, or household use.

2.2 Green Product

Green Products are products that are not harmful to humans, do not pollute the environment, do not produce excess waste, and are not tested on animals (Chen & Chai, 2010). Whereas according to Putri (2020) Green products are goods produced by a manufacturer with a sense of security and do not cause negative impacts on health and do not pollute the environment. There are indicators related to green products according to Bestari and Butarbutar (2021):

1. Product perception, Consumers will see green products as products that are not harmful to the environment and animals.
2. Packaging, Product packaging is presented by assessing environmental concerns in the eyes of consumers.
3. Content composition, The raw materials used are raw materials that are easy to recycle because they do not cause damage to the environment.

2.3 Brand Image

Brand Image is a form of consumer perception of a brand or product used and the form of information and knowledge that consumers obtain about the brand (Wijaya, 2013). Brand image is a consumer's perception or view of a brand that has a positive impact on consumer purchasing decisions (Guliyev, 2023). According to Sudaryanto et al. (2025b), brand image is the consumer's perception of a brand that is used based on what consumers feel and remember about a brand. As for the indicators related to brand image according to (Guliyev, 2023):

1. Product or Service Quality, Products that have high quality will build a positive brand image for consumers.
2. Reputation and Reliability, Products that have advantages will have a good reputation and can be relied on by consumers.
3. Brand Culture, a product has a brand identity and culture that is different from other products.
4. Customer Experience, Customers who have a positive experience with a brand will influence the brand image of the product they use.

2.4 Trust

According to Doney and Cannon (1997), trust is a characteristic that arises between sellers and buyers in carrying out buying and selling interactions. According to Sudaryanto et al. (2025a), trust is an important factor in companies in creating relationships between consumers and brands. Trust is also a form of brand ability to gain trust that comes from the emergence of consumer trust in a brand. Trust is a form of consumer belief or view of a brand that is used so that it can influence purchasing decisions. As for the indicators related to trust according to:

1. Ability, Sellers must be able to provide, serve and secure consumer needs, as well as prioritize consumers.
2. Benevolence, how much do consumers trust sellers to behave well towards consumers who come.
3. Integrity, the seller's ability to maintain the business he runs.
4. Willingness to depend, Willingness to rely on the seller taking into account all risks and negative consequences.

2.5 Purchase Decision

Purchasing decisions are a series of processes carried out by consumers, starting from searching to determining the choice of product they will buy (Häubl and Trifts 2000). Purchasing decisions are an alternative process carried out by consumers to make choices regarding products used in making purchasing decisions. The indicators related to purchasing decisions according to (Kotler & Keller, 2016):

1. Product Selection, The company pays attention to consumers by offering various products to consumers.
2. Brand Choice, Consumers will make decisions about which brands they will buy.
3. Seller's Choice, Consumers have considerations when choosing a seller, for example from location, price, product availability factors.
4. Purchase Time, Consumers have varying time spans when making purchasing decisions.
5. Purchase Amount, Consumers have considerations about how much product they will buy.
6. Payment Methods, Consumers have the option to make payments during transactions, cash payments or credit payments.

3. CONCEPTUAL FRAMEWORK

The conceptual framework of this research between the variables shown Figure 1.

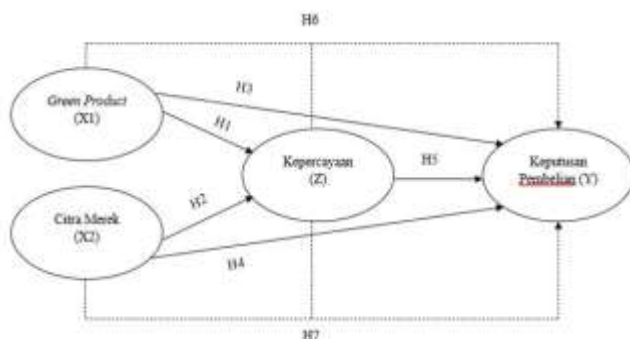


Figure 1. Research Conceptual Framework

- H₁: The Influence of Green Products on Trust
- H₂: The Influence of Brand Image on Trust

- H₃: The Influence of Green Products on Consumer Purchasing Decisions.
- H₄: The Influence of Brand Image on Consumer Purchasing Decisions.
- H₅: The Influence of Trust on Consumer Purchasing Decisions.
- H₆: The Influence of Green Products Mediated by Trust on Consumer Purchasing Decisions.
- H₇: The Influence of Brand Image Mediated by Trust on Consumer Purchasing Decisions.

4. METHODOLOGY

This research is a quantitative research based on explanatory research. This research was conducted to see the Influence of Green Products, and Brand Image on Consumer Purchasing Decisions on The Body Shop Products in Jember Through Trust. This research consists of all consumers who use The Body Shop products, where all users will be given a questionnaire directly via Google Form. The sampling technique for this research uses non-probability sampling with a purposive sampling method to obtain respondents according to the research criteria:

1. Respondents aged 17 years and above, because they are considered to be able to understand and comprehend environmentally friendly products and are considered to be able to make purchasing decisions (Nur & Dwi, 2018, p/ 91).
2. Respondents made purchases of The Body Shop products in the last 6 months (Supangat et al. 2020, pp. 17-18).

This research sample was taken using incidental sampling, that is, anyone who meets the researcher and is considered by the respondent to be in accordance with the research criteria can be used as a sample. The sample size of this study uses the determination of the number of samples set by Sarstedt et al. (2021) That is, the number of indicators multiplied by 10, so that the respondents are $17 \times 10 = 170$. The type of data used in this study is quantitative data obtained from respondents' answers to the questionnaire, The data obtained using a Likert scale to see respondents' perceptions of the objects studied. The data source in this study uses primary data obtained through questionnaire answers. The data collection methods used by researchers are direct questionnaires and Google forms.

5. RESULTS AND DISCUSSION

The number of samples in this study was 170 respondents. Based on the processed data, the highest percentage based on 1) gender, female (55.29%), 2) age, 17-26 years (94.12%), 3) domicile area, Summersari sub-district, Jember, East Java (71.76%), 4) profession, student (83.53%), 5) last education, high school or equivalent (43.53%), 6) income, IDR 1,000,000 - IDR 1,500,000 (45.88%).

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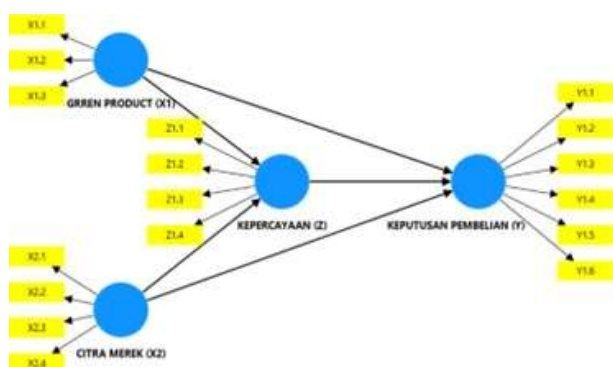


Figure 2. Model Testing Scheme

Model testing scheme is depicted on the figure 2.

5.1 Data Analysis Results

Validity Test

Convergent Validity

According to Ghozali & Latan (2014:87), the outer loading value must be more than 0.7 to be considered valid. So if the outer loading value is 0.5 - 0.6 it is still considered valid. In addition, the AVE value > 0.5 according to Ghozali and Latan (2014, p. 74). Characteristic of respondents are presented in table 1.

Discriminant Validity

The discriminant validity value is considered valid if the indicators in the cross-loadings have the highest value for each variable according to Ghozali and Latan (2014, p. 74).

Reliability Test

Reliability testing will be considered reliable if the Cronbach alpha value is >0.7 and composite reliability is >0.7 according to Ghozali & Latan (2014, p/ 75).

Table 1. Characteristic of Respondents

No.	Characteristic	Frequency (Person)	Percentage (%)
1.	Gender		
	Male	76	44,71
	Woman	94	55,29
2.	Age		
	17-26	160	94,12
	27-36	7	4,12
	37 years and above	3	1,76
3.	Area of Domicile		
	Sumber Sari District, Jember, East Java	122	71,76
	Kaliwates District, Jember, East Java	30	17,65
	Patrang District, Jember, East Java	17	10
	Arjasa District, Jember, East Java	1	0,59
4.	Profession		
	Students	142	83,53

No.	Characteristic	Frequency (Person)	Percentage (%)
	Government Employees	1	0,59
	Private Sector Employee	10	5,88
	Housewife	1	0,59
	Self-employed	7	4,12
	Not/Not Working Yet	7	4,12
	Other	2	1,18
5. Last education			
	High School Equivalent	74	43,53
	Diploma (D3)	21	12,35
	Bachelor Degree (S1)	71	41,76
	Master (S2)	2	1,18
	And Others	2	1,18
6. Income			
	IDR 1.000.000 – IDR 1.500.000	78	45,88
	IDR 1.500.000 – IDR 2.000.000	32	18,82
	IDR 2.000.000 – IDR 2.500.000	13	7,65
	IDR 2.500.000 – IDR 3.000.000	13	7,65
	IDR 3.000.000 and above	34	20

Table 2. Validity Test

Converget Validity (a)

Variable	Indicator	Outer Loadings Value	AVE Value	Information
Green Product	GP1	0,789	0,645	Valid
	GP2	0,844		Valid
	GP3	0,774		Valid
Brand Image	CM1	0,726	0,529	Valid
	CM2	0,734		Valid
	CM3	0,728		Valid
	CM4	0,721		Valid
Trust	K1	0,729	0,568	Valid
	K2	0,789		Valid
	K3	0,768		Valid
	K4	0,725		Valid
Purchase Decision	KP1	0,709	0,575	Valid
	KP2	0,791		Valid
	KP3	0,798		Valid
	KP4	0,718		Valid
	KP5	0,799		Valid
	KP6	0,730		Valid

Discriminant Validity (b)

Indicator	Green Product	Brand Image	Trust	Purchase Decision	Information
GP1	0,789	0,345	0,387	0,279	Valid
GP2	0,844	0,306	0,423	0,413	Valid
GP3	0,774	0,370	0,416	0,374	Valid
CM1	0,338	0,726	0,459	0,353	Valid
CM2	0,328	0,734	0,525	0,409	Valid
CM3	0,219	0,728	0,455	0,415	Valid
CM4	0,341	0,721	0,520	0,416	Valid
K1	0,458	0,531	0,729	0,399	Valid
K2	0,459	0,519	0,789	0,414	Valid
K3	0,399	0,501	0,768	0,504	Valid
K4	0,238	0,487	0,725	0,660	Valid
KP1	0,216	0,446	0,471	0,709	Valid

KP2	0,358	0,469	0,570	0,791	Valid
KP3	0,283	0,438	0,498	0,798	Valid
KP4	0,326	0,418	0,483	0,718	Valid
KP5	0,404	0,327	0,480	0,799	Valid
KP6	0,440	0,392	0,504	0,730	Valid

5.2 Analysis Partial Least Square-Structural Equation Model (PLS-SEM)

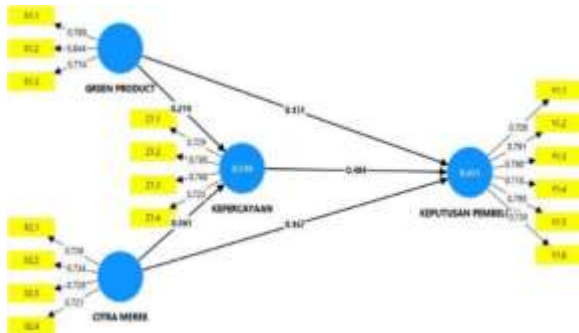


Figure 3. Results Analysis Partial Least Square-Structural Equation Model (PLS-SEM)

Results Analysis Partial Least Square-Structural Equation Model (PLS-SEM) is presented on figure 3.

Validity Test

Convergent Validity

The loading factor value is > 0.60 and the Average Variance Extracted (AVE) value is more than ≥ 0.50 , so it is considered valid (Table 2).

Discriminant Validity

The cross loading value is > 0.70 , so it is considered valid (Table 2).

Reliability Test

Composite reliability value > 0.70 , then it is considered reliable (Table 3).

Table 3. Realibility Tets Results

Variable	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Information
Green Product	0,725	0,731	0,845	Reliable
Brand Image	0,704	0,704	0,818	Reliable
Trust	0,746	0,745	0,840	Reliable
Purchase Decision	0,852	0,854	0,890	Reliable

Collinearity Assessment

VIF value < 5 , then it can be said that the results do not experience multicollinearity (Table 4).

Table 4. Collinearity Assessment Results

Variable	VIF	Variable	VIF
GP1	1,521	K1	1,539
GP2	1,581	K2	1,728
GP3	1,300	K3	1,494
CM1	1,358	K4	1,339
CM2	1,308	KP1	1,565
CM3	1,330	KP2	1,832
CM4	1,273	KP3	1,987
		KP4	1,579
		KP5	2,152
		KP6	1,775

Hypothesis testing

This test is used to determine the influence between variables. With a significance level of 5%, the t-statistic value $> t$ -table 1.960 so it is said to have a positive relationship (Table 5).

Table 5. Bootstrapping Results

Influence	Koefisien Parameter	t-statistics (O/STDEV)	p-values	Information
Green Product > Trust	0,274	4,128	0,000	Significant
Brand Image > Trust	0,561	9,354	0,000	Significant
Green Product > Purchase Decision	0,131	1,686	0,092	Not Significant
Brand Image > Purchase Decision	0,167	2,129	0,033	Significant
Trust > Purchase Decision	0,484	6,450	0,000	Significant
Green Product > Trust > Purchase Decision	0,132	3,349	0,001	Significant
Brand Image > Trust > Purchase Decision	0,271	5,296	0,000	Significant

Direct Effect

The Influence of Green Products (X1) on Trust (Z)

Based on the results of the hypothesis test calculations in Table 5, the parameter coefficient value obtained has a positive effect with a significance level of 5%. This shows that the higher the value of The Body Shop environmentally friendly products, the higher the trust will be.

The Influence of Brand Image (X2) on Trust (Z)

Based on the results of the hypothesis test calculations in Table 5, the parameter coefficient value obtained has a positive effect with a significance level of 5%. This shows that the higher the brand image value of The Body Shop products, the higher the trust will be. This is in line with research conducted by Diputra and Yasa (2021).

The Influence of Green Products (X1) on Purchasing Decisions (Y)

Based on the results of the hypothesis test calculation in Table 5, the parameter coefficient value obtained does not have a significant effect with a significance level of $< 5\%$. This shows that the value of The Body Shop green product does not affect purchasing decisions. This result is different from the research conducted by (Paramita & Saputri, 2022) which states that green products have a positive effect on purchasing decisions, while the results of the study state that green products do not have a positive and significant effect on purchasing decisions.

The Influence of Brand Image (X2) on Purchasing Decisions (Y)

Based on the results of the hypothesis test calculation in Table 5, the parameter coefficient value obtained has a positive effect with a significance level of 5%. This

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shows that the higher the brand image value of The Body Shop products, the higher the purchasing decision will be. Based on the results of the hypothesis test calculations in Table 5, the parameter coefficient value obtained has a positive effect with a significance level of 5%. This shows that the higher the brand image value of The Body Shop products, the higher the purchasing decision will be. This is in line with research conducted by which states that brand image has a positive and significant influence on purchasing decisions (Herawati & Putra, 2023).

The Influence of Trust (Z) on Purchasing Decisions (Y)

Based on the results of the hypothesis test calculation in Table 5, the parameter coefficient value obtained has a positive effect with a significance level of 5%. This shows that the higher the trust value of The Body Shop products, the higher the purchasing decision will be based on the results of the hypothesis test calculation in Table 4.7, the parameter coefficient value obtained has a positive effect with a significance level of 5%. This shows that the higher the trust value of The Body Shop products, the higher the purchasing decision will be. This is in line with research conducted by (Sanny et al., 2020) which states that trust has a positive and significant effect on purchasing decisions.

Indirect Effect

The Influence of Green Products (X1) on Purchase Decisions (Y) Mediated by Trust (Z)

Based on the results of the hypothesis test calculation in Table 5, the parameter coefficient value obtained has a positive effect with a significance level of 5%. This shows that the higher the green product, the higher the trust will be to increase purchasing decisions. This is different from the research conducted by (Li et al. 2021) stating that green products do not have a positive and significant effect on purchasing decisions mediated by trust. In this study conducted by the researcher, the results obtained stated that green products have a positive and significant effect on purchasing decisions mediated by trust.

The Influence of Brand Image (X2) on Purchase Decisions (Y) Mediated by Trust (Z)

Based on the results of the hypothesis test calculation in Table 5, the parameter coefficient value obtained has a positive effect with a significance level of 5%. This shows that the higher the brand image, the higher the trust will be to increase purchasing decisions. This is in line with research conducted by (Pradani & Mangifera, 2023) which states that brand image has a positive effect on purchasing decisions mediated by trust.

R-Square Test

The magnitude of the influence of the independent variable on the dependent variable.

Table 6. R-Square Test Results

Variable	R-square	R-square adjusted	Information
<i>Trust</i>	0,519	0,513	Moderate
<i>Purchase Decision</i>	0,471	0,462	Moderate

With the value provisions according to Ghozali & Latan (2014:81) of 0.67 (strong); 0.33 (moderate); and 0.19 (weak).

Based on the table 6, the R-square value of the trust variable is 0.519 with an adjusted R-square value of 0.513. This means that the green product dimension influences trust by 51.3% so it is classified as moderate. The R-square value of the purchasing decision variable is 0.471 with an adjusted R-square value of 0.462. This means that the green product, trust, and purchasing decision dimensions influence repeat purchases by 46.2% so it is classified as moderate.

Effect Size f^2

Assess the extent of influence between latent variables with value provisions according to Ghozali & Latan (2014, p. 81) of 0.02 (small); 0.15 (medium); and 0.35 (large) table 7.

Table 7. Effect Size f^2 Test Results

Variable	Trust	Information	Purchase Decision	Information
<i>Green Product</i>	0,128	Small	0,024	Small
<i>Brand Image</i>	0,536	Big	0,028	Small
<i>Trust</i>			0,213	Intermediate

Green Product has a small influence on trust of 0.128 and a smaller influence on purchasing decisions of 0.024. On the other hand, Brand Image has a large influence on trust with a value of 0.536, but its influence on purchasing decisions is relatively small, which is 0.028. On the other hand, trust shows a medium influence on purchasing decisions with a value of 0.213.

Predictive Relevance Q^2

This test is conducted to see how well the independent variable influences the dependent variable. With the provision that the Q^2 value > 0 can be said that the independent variable has a good influence, if the opposite is true then it can be said that the independent variable does not have a good influence on the dependent variable (Ghozali & Latan, 2014:79).

Table 8. Predictive Relevance Q^2 Test Results

Variabel	Q^2 Predict
<i>Trust</i>	0,499
<i>Purchase Decision</i>	0,332

Trust shows good predictive relevance a value of 0.499, while purchasing decisions also have good predictive relevance, but with a slightly lower value, namely 0.332, table 8.

7. CONCLUSIONS

This study aims to analyze the influence of green products and brand image on purchasing decisions of The Body Shop products through trust. The results of the SEM-PLS analysis show that green products and brand image both have a positive and significant effect on consumer trust, but only brand image has a positive and significant effect on direct purchasing decisions. Green products do not show a significant effect on purchasing decisions, although they have a positive and significant effect when mediated by trust. Trust plays an important role in mediating the influence of green products and brand image on purchasing decisions. The suggestion for

The Body Shop is to improve their sales strategy by emphasizing the environmentally friendly aspects of their products, considering that green products have a lower influence value. For further research, it is recommended to expand the sample coverage throughout Indonesia and increase the number of respondents for more comprehensive results.

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