

THE ROLE OF GREEN TRUST IN MEDIATING THE RELATIONSHIP BETWEEN GREEN PERCEIVED VALUE AND GREEN PURCHASE INTENTION OF E-COMMERCE BEAUTY PRODUCTS

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Abstract

This study investigates the impact of Green Perceived Value on Green Purchase Intention mediated by Green Trust among Generation Z consumers aged 18-25 living in Semarang Regency who purchase skincare on e-commerce platforms. The sampling technique used a purposive sampling method and obtained 70 respondents. This study used a quantitative study using SEM-PLS. The data collection technique used a questionnaire and was measured using a Likert scale of 1-5. Based on the results of the quantitative investigation of Structural Equation Modeling (SEM), the response results showed a significant positive relationship between Green Perceived Value activities on Green Purchase Intention. Furthermore, the Green Trust variable was able to mediate the influence of Green Perceived Value on Green Purchase Intention. In addition, Green Trust was found to have a positive impact on Green Purchase Intention. These findings emphasize the importance of the Green Perceived Value strategy in encouraging Green Purchase Intention, and skincare companies can focus more on increasing Green Perceived Value and Green Trust to encourage Green Purchase Intention.

Keyword: Green Trust, Green Perceived Value, Green Purchase Intention, E-commerce, Beauty Products.

1. INTRODUCTION

The development of information technology has had an impact on changing Indonesian people's shopping habits, shifting from conventional shopping to online shopping. Interestingly, this shift in shopping behavior occurs across all generations. This generation has an open mindset and tends to prefer instant gratification, including shopping. Gen Z prefers online shopping transactions through e-commerce sites or social media, as it is considered more practical, saves time, and can be done anywhere (Pradnyadewi & Warmika, 2019).

With the growing youth population and public awareness of the importance of maintaining appearance and skin health, the beauty industry in Indonesia is also growing, giving birth to many local brands. The trend of using local products also indicates the increasing quality of products that can compete with various international brands (Tafiana & Tantra, 2023).

Companies must provide a good level of service and quality workforce in order to give a positive impression of experience to consumers and ultimately can create a sense of satisfaction and trust from consumers towards the company. Consumers who are satisfied with a particular brand will give rise to a commitment of trust, which is shown by using products from the same company continuously without considering products from competing companies (Afzal et al., 2010). Green trust is the willingness to use several trusted specifics, either services or brands that are believed to have a positive impact on the environment (Chen & Chang, 2012).

Studies on green marketing practices show that two important aspects influencing consumer purchase intentions are Green Perceived Value and Green Trust. Perceived value relates to

perceived benefits and perceived product quality, which can be influenced by the product's environmental attributes. Products offered in an e-commerce context must be able to highlight these values to compete and succeed in the eyes of consumers (Cheung et al., 2015); (Pradnyadewi & Warmika, 2019).

Previous research has shown that green perceived value has a positive impact on consumers' green trust, which in turn increases purchase intention (Amin & Tarun, 2021); (Pradnyadewi & Warmika, 2019). In this context, green trust can function as a mediator, unifying the influence between perceived value and purchase intention. Thus, a deep understanding of this relationship is crucial for marketers and stakeholders in the beauty industry, especially in e-commerce, where consumer communication and interactions often occur digitally without direct physical experiences (Pradnyadewi & Warmika, 2019); (Rakhmawati et al., 2019).

The phenomenon of greenwashing, where companies claim to be more environmentally friendly than they actually are, also impacts consumer trust. Research shows that perceptions of greenwashing can undermine trust, and therefore, companies need to focus on building a tangible commitment to sustainable practices (Sun & Shi, 2022); (Rani et al., 2024); (Kristia, 2023). In the context of digital beauty products, building this trust is particularly challenging due to the limited information consumers can obtain online.

In recent developments, sustainability-focused marketing practices such as the introduction of sustainable loyalty programs and transparency in the supply chain can facilitate increased green trust. When consumers perceive a business's approach as genuine, they are more likely to trust the perceived value of the product, which directly increases their purchase intention (Mombeuil & Diunugala, 2024). Fans of organic products and green cosmetics, in particular, are more likely to choose brands that demonstrate a commitment to sustainability.

Green trust is defined as the perception of trust in a company's offerings, determined by systematic confirmation of expectations regarding the company's offerings (Cnosta et al., 2024). Green trust is seen as a fundamental factor determining the success of a company's relationship. Green trust, on the other hand, is a willingness to rely on environmentally friendly products based on beliefs or expectations stemming from credibility, good deeds, and expertise regarding environmental performance.

Green Perceived Value can be obtained from consumers who have felt or experienced the process of feeling the benefits they have obtained from the product. Every benefit received by consumers from consuming an organic product will have a positive impact on the consumer or become an advantage obtained from consuming the product, which is a value felt from the product (Cnosta et al., 2024). Green perceived value is a consumer's overall assessment of all the benefits received and sacrificed based on environmental concerns. Therefore, any benefit a consumer receives from consuming an environmentally friendly product that will have a positive impact on the consumer or become an advantage gained from consuming the product constitutes the perceived value of the product (Chen & Chang, 2012).

Green Purchase Intention is a consumer behavior indicated by a positive response regarding the quality of a product's service. If the product's performance meets or exceeds expectations, consumers intend to make a repeat purchase and will even share positive things with others. Purchase intention is also influenced by consumers' thoughts and emotions about a product. Purchasing intention is a thought that arises due to consumers' feelings of interest in a product and a desire to have a product or service that meets their expectations (Yahya, 2022).

E-commerce, as the dominant distribution channel today, also presents a unique opportunity to explore the relationship between perceived value, green trust, and purchase intention. Online platforms enable sellers to obtain direct feedback from consumers regarding their perceptions of green products. This interaction can provide valuable insights into how product value is

perceived in a broader context (Román-Augusto et al., 2023); (Nuttavuthisit & Thøgersen, 2017). In Indonesia, for example, consumers are increasingly aware of the benefits of environmentally friendly, natural products, making it crucial to further analyze how these perceived values are shaped and contribute to purchasing decisions within the e-commerce ecosystem (Sudita & Ekawati, 2018).

The beauty industry is one of the fastest-growing sectors in Indonesian e-commerce and holds significant potential for driving sustainable consumption. Beauty products based on natural ingredients and labeled "green" or "eco-friendly" are increasingly in demand, especially among millennials and Gen Z, who are primary users of e-commerce platforms. Data from Tokopedia (2024) shows that searches for beauty products labeled "organic" and "natural" increased by 38% compared to the previous year. However, despite the growing interest in green products, not all consumers automatically make purchases.

The beauty industry continues to grow annually and is expected to continue to expand with the introduction of new products. According to Statista, an international market and consumer data portal, the Indonesian cosmetics market is projected to grow by 4.59 percent annually from 2023 to 2028 (Susilo, 2024). This includes skincare and body care products. The increase in demand for beauty products is supported by digital commerce platforms.

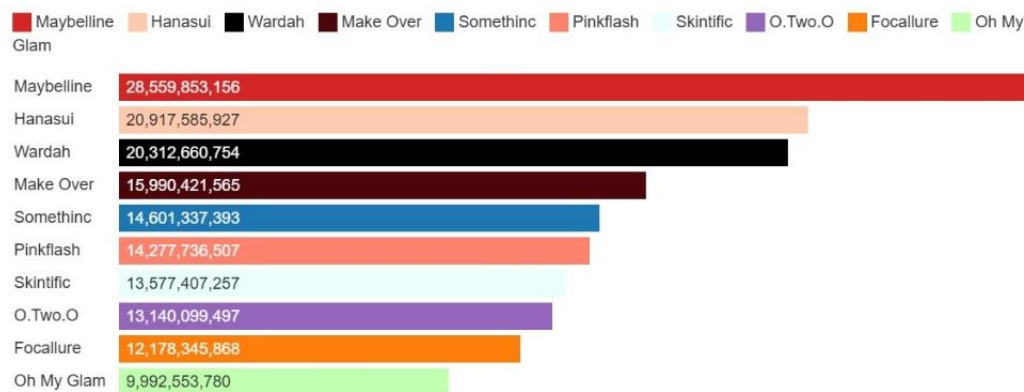


Figure 1. Best-Selling Beauty Products in E-commerce 2024

Interestingly, the implementation of this research in the context of green cosmetic products in e-commerce also impacts public policy understanding. When the public demonstrates a preference for environmentally friendly products, this can trigger more progressive government policies in support of the green industry (Muflih et al., 2024). Therefore, it is clear that this study has significant potential to promote best practices and evaluate consumer attitudes toward more sustainable products in the beauty industry.

To build green trust, companies must not only provide sufficient information about their products but also reinforce their perceived quality and benefits. Research has shown that health and safety aspects related to products are key factors in shaping positive perceptions of green products (Suharti et al., 2024); (Pratiwi & Yasa, 2019). Previous research has also shown a significant relationship between consumer awareness of environmental issues and their preference for products that prioritize sustainability (Afendi, 2019).

All of the above illustrates the importance of further investigating the role of green trust and perceived value in increasing purchase intention for green beauty products on e-commerce platforms. Understanding how consumers build trust and evaluate product value will provide

invaluable insights for more sustainable marketing strategies in this increasingly competitive and dynamic industry (Román-Augusto et al., 2023); (Suroso et al., 2021).

As a result of this situation, research on the role of green trust in mediating the relationship between green perceived value and green purchase intention is not only relevant but also highly urgent, given the consumer shift towards greater environmental awareness. With consumers increasingly considering the environmental impact of their shopping choices, the results of this study can provide strategic guidance for cosmetics businesses to design more effective marketing tools that are responsive to evolving consumer needs and values (Pradnyadewi & Warmika, 2019).

2. LITERATURE REVIEW

2.1. Green Trust

Green Trust is the willingness to rely on organic products based on beliefs or expectations generated from credibility, good deeds, and expertise regarding environmental performance (Nuttavuthisit & Thøgersen, 2017). If consumers trust companies making green product claims, they will have a more positive attitude toward green products; customer trust is a vital factor in long-term consumer behavior (Amallia et al., 2022). According to Chen & Chang (2012) Green Trust has the following indicators for its measurement:

a. Affect-based

This dimension is based on influence, namely the impact of external or third-party influences on consumers' perceptions of a business.

b. Experience-based

This dimension is based on experience, namely consumers' evaluations of the overall product use and cumulative interactions with the company.

c. Cognition-based or observation-based

This dimension is based on cognition or observation, namely the impact of direct consumer interaction on consumer perceptions of a product.

2.2. Green Perceived Value

According to Chen & Chang (2012), green perceived value is a consumer's overall assessment of all the benefits received and what is sacrificed based on environmental desires. According to Bolton and Drew in Afendi (2019), green perceived value is represented as the net benefit of the consumer's overall assessment through product or service evaluation. Thus, every benefit that consumers receive from consuming environmentally friendly products that will have a positive impact on consumers or become an advantage obtained from consuming the product is the perceived value of the product. According to Chen & Chang (2012), Green perceived value has the following indicators for measurement:

a. Benefit for consumers

The benefits consumers receive from consuming environmentally friendly products.

b. Environmental benefit

The benefits organic products provide to the environment.

c. Environmental concern

The level of environmental concern demonstrated by environmentally friendly products.

d. Standard of quality and price

The quality and price standards offered by environmentally friendly products.

2.3. Green Purchase Intention

According to Amallia et al. (2022), green purchase intention is purchase interest is carried out by considering and preferring green products (environmentally friendly products) over conventional or traditional products in the decision-making process. Meanwhile, Shidiq & Widodo (2018), define green purchase intention refers to the consumer's personality in consuming environmentally friendly products, when consumers know the benefits of environmentally friendly products and have the will to protect the environment. According to Shidiq & Widodo (2018), Green Purchase Intention has the following measurement indicators:

- a. Intention as hope
The hope that arises within a person to do something.
- b. Intention as desire
The desire within a person to do something.
- c. Intention as plan
Person's plan to do something.

2.4. Research Hypothesis

- H1: Green Trust has a positive and significant effect on Green Purchase Intention.
 H2: Green Perceived Value has a positive and significant effect on Green Trust.
 H3: Green Perceived Value has a positive and significant effect on Green Purchase Intention.
 H4: Green Trust mediates Green Perceived Value on Green Purchase Intention.

2.5. Research Framework

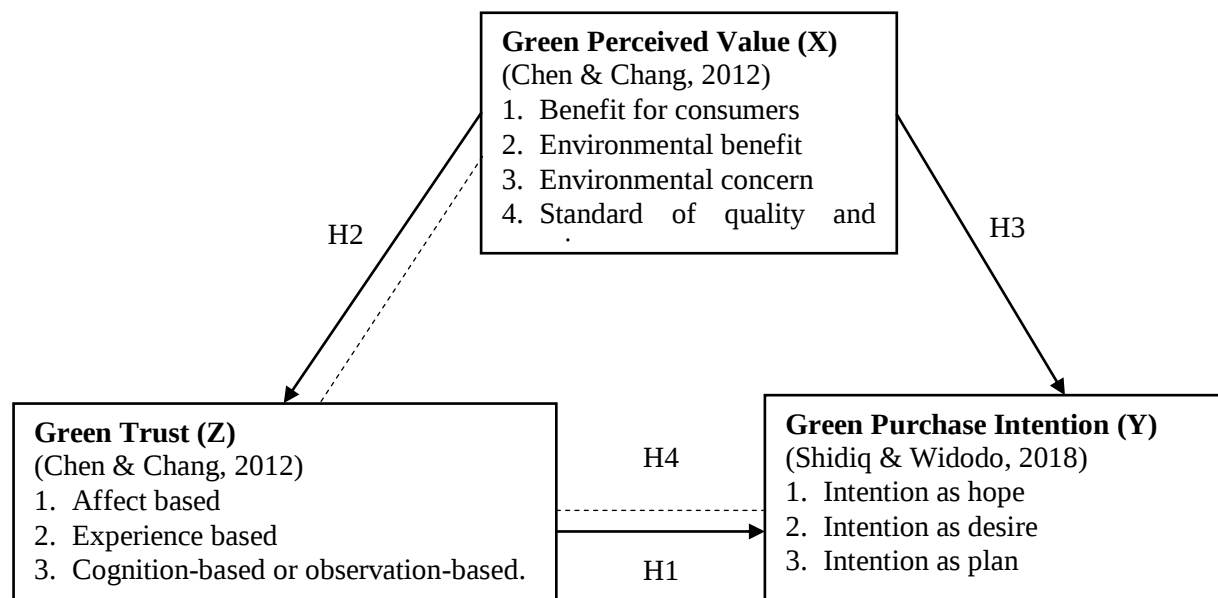


Figure 2. Research Framework

3. RESEARCH METHOD

Based on the description above, the author is interested in conducting research that is expected to provide theoretical contributions by expanding the understanding of purchasing behavior of environmentally friendly products, as well as practical contributions for beauty industry players and e-commerce platforms in designing more effective and ethical marketing strategies. From the background presented, this study seeks to test this by taking the research title entitled The Role of Green Trust in Mediating the Relationship between Green Perceived Value and Green Purchase Intention of Beauty Products in E-commerce. The sample criteria for this study are prospective consumers of skincare products on e-commerce platforms in generation Z aged 18-25 years who live in Semarang Regency who have purchased. The researcher selected 70 respondents using a purposive sampling technique. Data collection used a questionnaire and was measured using a 1-5 point Likert scale. The data analysis technique used Partial Least Squares and was processed using SmartPLS software version 4.1.1.4.

4. RESULTS AND DISCUSSION

4.1. Respondent Identity

Respondent identity based on gender category obtained the number of female respondents as many as 37 respondents (53%) and the number of male respondents as many as 33 respondents (47%). Based on the questionnaire data distributed, there are three age categories of respondents consisting of 96% aged 22-25 years with a total of 67 respondents and respondents aged 18-21 years as many as 3 respondents (4%). The e-commerce platform category used by respondents consists of Shopee e-commerce as much as 71.25% with a total of 50 respondents, then Tokopedia e-commerce which is used as much as 11.5% with a total of 8 respondents, and other e-commerce as much as 17% of 12 respondents.

Table 1. Respondent Identity

Information	Number of respondents	Percentage
Gender		
Male	33	47%
Female	37	53%
Age		
18 - 21 year	3	4%
22 - 25 year	67	96%
E-commerce Platform		
Shopee	50	71,5%
Tokopedia	8	11,5%
Other	12	17%

4.2. OUTER MODEL

4.2.1. Convergent Validity

In testing convergent validity, it can be evaluated by correlating indicators with their constructs. However, an Outer Loading value of 0.5-0.6 is still possible, but a construct can be said to have a significant influence if its correlative value is above 0.7 (Muflihah et al., 2025). Convergent validity is the extent to which the measures of a construct are highly correlated, which is tested by a loading factor value > 0.7 for each indicator (Ghozali & Latan, 2015). All

indicators in Figure 3 have values greater than 0.7, which means they have satisfactory review results.

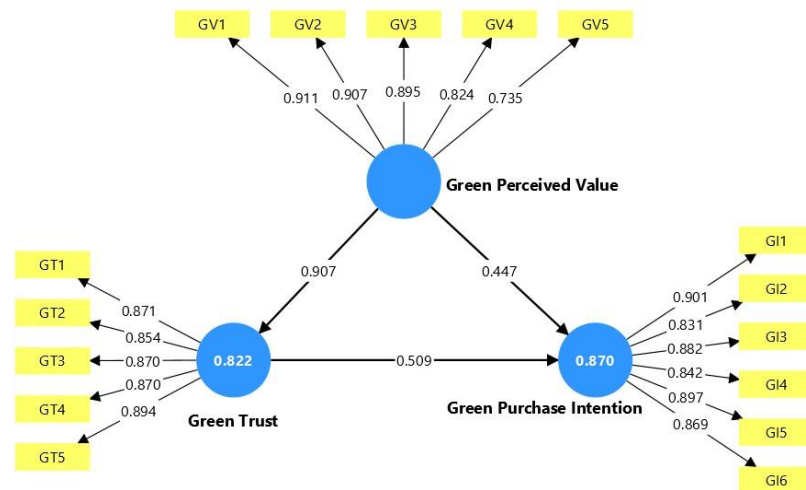


Figure 3. Convergent Validity

4.2.2. Discriminant Validity

Discriminant validity tests evaluate the extent to which a construct differs from other constructs and can thus be empirically distinguished (Sarstedt et al., 2021). Discriminant validity is the extent to which a construct is found to be significantly different from other constructs using empirical standards (Hair et al., 2019). Table 2 shows that the AVE value for each variable is above 0.5 and can be declared valid.

Table 2. Discriminant Validity

Construct reliability and validity - Overview	
	Average variance extracted (AVE)
Green Perceived Value	0.760
Green Purchase Intention	0.758
Green Trust	0.735

4.2.3. Composite Reliability

The reliability criteria if the Cronbach Alpha value is more than 0.7, and this indicates that the indicators used to measure the variation of latent variables are stable and consistent (Tentama & Situmorang, 2019). Based on the results in Table 3, the research findings show that the Composite Reliability value is more than (0.70) and meets the reliability criteria in the structural model.

Table 3. Reliability Test

R-square - Overview			
	Cronbach Alpha	Composite reliability (rho_a)	Composite reliability (rho_a)

Green Perceived Value	0.908	0.922	0.941
Green Purchase Intention	0.936	0.937	0.949
Green Trust	0.921	0.913	0.932

4.3. INNER MODEL

4.3.1. R-Square

R-square (R²) shows you how strong the link is between endogenous and exogenous variables. A model is good if the coefficient R-square is 0.75, fair if it is 0.50, and weak if it is lower than 0.25 (Ghozali & Latan, 2015). The R-square for the green purchase intention variable is 0.870 (R-squared is high), and the R-square for the green trust variable is 0.822 (R-square high).

Table 4. Coefficient of Determination

R-square - Overview		
	R-square	R-square adjusted
Green Purchase Intention	0.870	0.866
Green Trust	0.822	0.819

4.3.2. Hypothesis Testing

The t-test is used to measure the superiority of a model based on the t-value associated with each coefficient. In PLS analysis, the significance of a coefficient in a low-rank approximation is determined by its P-value being lower than a certain conventionally accepted value, usually 0.005. The bootstrapping results are presented in Table 5 below.

Table 5. Path Coefficient

Construct	Original Sample (O)	Sample Mean (M)	Standart Deviation	T-statistics	P-values	Result
GPV → GPI	0.908	0.902	0.040	22.912	0.000	accepted
GPV → GT	0.907	0.902	0.038	24.020	0.000	accepted
GT → GPI	0.509	0.511	0.124	4.088	0.000	accepted
GPV → GT → GPI	0.461	0.461	0.117	3.958	0.000	accepted

The hypothesis test between green perceived value and green purchase intention showed a p-value of 0.000. This means the t-statistic meets the requirement of a p-value <0.05, while the coefficient was 0.908, which concludes that the hypothesis can be accepted.

The hypothesis test between green perceived value and green trust showed a p-value of 0.000, meaning it is <0.05. The coefficient value is 0.903, therefore, it can be concluded that the assumption of the green perceived value variable on green trust is accepted.

In the hypothesis test between green trust and green purchase intention, the p-value is 0.000, indicating a p-value <0.05, while the coefficient value obtained is 0.509. Therefore, it can be concluded that the hypothesis is accepted.

Meanwhile, in the hypothesis test between green perceived value and green purchase intention, mediated by green trust, the p-value is 0.001, indicating a p-value < 0.05 , while the coefficient value obtained is 0.461, which can be concluded that the hypothesis is accepted.

4.3.3. Goodness of Fit (GoF)

Goodness of Fit is a hypothesis test designed to assess the feasibility and accuracy of a model used for validation in SEM-PLS. A structural equation model is considered fit if the Standardized Root Mean Residual value is < 0.10 , and the model is considered unfit if the SRMR value is > 0.15 (Ghozali, 2021). A good Chi-square value is one that has a value range of > 0.05 (Astuti et al., 2019). A good NFI value indicates a good model if the NFI value is < 0.90 (Astuti et al., 2019). Based on the results in Table 6, the SRMR value is 0.069, the Chi-square value is 326.445, and the NFI value is 0.759, so the model in this study is considered fit.

Table 6. Goodness of Fit (GoF)

Model fit		
	Saturated model	Estimated model
SRMR	0.069	0.069
Chi-square	326.445	326.445
NFI	0.759	0.759

4.3.4. Effect Size

The parameter that can measure the level of correlation of variables is Effect Size, which is defined as the difference in the occurrence of effects between the control and experimental classes (Khairunnisa et al., 2022). The F-square value is considered small if it has a value of 0.02, a medium effect size if it shows a value of 0.15, and a large value if it shows a number of 0.35 (Sarstedt et al., 2021). Based on the information data in Table 7, the green perceived value variable has a moderate effect on green purchase intention (effect size = 0.273). Meanwhile, the green trust variable has a large influence on green purchase intention with an effect size score of 0.355. At the same time, the effect size of 4.618 indicates that the green perceived value variable has a large impact on green trust.

Table 7. Effect Size

f-square - Matrix		
	Green Purchase Intention	Green Trust
Green Perceived Value	0.273	4.618
Green Trust	0.355	

4.4. DISCUSSION

Green Trust towards Green Purchase Intention

The results of the first hypothesis test in this study indicate a positive and significant influence between the green trust variable and green purchase intention. This study is based on the following facts with a P-value of less than 0.05. This result is consistent with a P-value of 0.000. This finding is similar to the findings of Wicaksono and Darpito (2023), regarding green trust having a significant positive effect on green purchase intention. Similarly, Sudita and Ekawati (2018), confirmed a significant positive influence of the green trust variable on the green repurchase intention of The Body Shop products in Denpasar.

Green Perceived Value of Green Trust

The next result of the second hypothesis test analysis in this study confirmed that Green Perceived Value has a significant and positive impact on Green Trust. The P-value of the research test is 0.000 which is smaller than 0.05. This is relevant to the results of the study by Sudita and Ekawati (2018), who reported that the Green perceived value variable has a positive and significant influence on the green trust of The Body Shop products in Denpasar. The study by Rakhmawati et al. (2019), also found that the green perceived value variable significantly influences green trust.

Green Perceived Value on Green Purchase Intention

The results of the third hypothesis test in this study indicate a positive and significant influence between the Green Perceived Value variable and the Green Purchase Intention variable. The test results also show a P-value of less than 0.05. This finding is consistent with the research of Wicaksono and Darpito (2023), which shows the influence of the green perceived value variable on green purchase intention positively and significantly among potential consumers of Le Minerale disposable gallons in Yogyakarta. This can be concluded from Rahardjo (2015), who found a positive and significant relationship between green perceived value and green purchase intention.

Green Trust is able to mediate Green Perceived Value on Green Purchase Intention

The fourth hypothesis test analysis in this study states that the green perceived value variable is able to mediate the influence of the green trust variable on green purchase intention. This is very consistent with the research of Sudita and Ekawati (2018), which found that green trust significantly mediates the influence of green perceived value on green repurchase intention of The Body Shop products in Denpasar. Another study by Wicaksono and Darpito (2023), found that green perceived value positively and significantly influences green purchase intention through green trust of potential consumers of Le Minerale disposable gallons in Yogyakarta.

5. CONCLUSION

The research findings indicate that perceived green value considerably and positively affects the formation of green purchase intention for beauty products on e-commerce platforms, with green trust serving as a vital mediating variable. These findings indicate that Generation Z customers' assessments of a product's environmental and social benefits do not inherently translate into a purchase intention. You have to get them to trust you first. Green trust is a mental link between believing in a product's value and wanting to buy it. This shows that trust is very important in e-commerce when it comes to turning perceived value into behavioral intention.

To enhance these findings, subsequent research should aim to broaden the current model by investigating additional mediating variables, such as green satisfaction, or moderating variables, such as environmental knowledge and price sensitivity, to elucidate more intricate pathways. Moreover, conducting the study over multiple generations and diverse geographical contexts will augment the generalizability of the findings. A qualitative methodology is essential to investigate the particular characteristics that foster green trust within Generation Z. A longitudinal study to determine if this green buying intention translates into actual purchasing behavior is essential, as it will yield a more relevant contribution and assess the model's validity across various product categories and e-commerce platforms.

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