JEMSI: Jurnal Ekonomi Manajemen Sistem Informasi
E-ISSN: 2686-5238
P-ISSN: 2686-4916
https://dinastirev.org/JEMSI dinasti.info@gmail.com +62 811 7404 455
DOI: https://doi.org/10.38035/jemsi.v7i1
https://creativecommons.org/licenses/by/4.0/
Received: 15 Juli 2025 | **Revised:** 25 Agustus 2025 | **Accepted:** 15 September 2025

The Effect of Green Trust, Brand Image and Product Knowledge on Purchase Decision with Green Price as Moderating Variable (Study of the Body Shop consumers in Indonesia)

Meliyana Rizki Prabaningrum[1], Pramono Hari Adi[2], Weni Novandari[3], Monica Rosiana[4]
[1]University of Jenderal Soedirman, Regions, Purwokerto, Indonesia, meliipra17@gmail.com
[2]University of Jenderal Soedirman, Regions, Purwokerto, Indonesia, pramono.adi@unsoed.ac.id
[3]University of Jenderal Soedirman, Regions, Purwokerto, Indonesia, weni.novandari@unsoed.ac.id
[4]University of Jenderal Soedirman, Regions, Purwokerto, Indonesia, monicarosiana@unsoed.ac.id

Corresponding Author: meliipra17@gmail.com[1]

Abstrak: This research is a type of quantitative research on The Body Shop. This study takes the title "The Influence of Green Trust, Brand Image and Product Knowledge on Purchasing Decisions with Green Price as a Moderating Variable" (Case study of The Body Shop consumers) The purpose of this study is to analyze the influence of green trust variables, brand image and product knowledge on purchasing decisions with green price as a moderating variable. The population used in this study were all consumers of The Body Shop products. For data analysis using validity and reliability tests, descriptive tests, classical assumption tests, hypothesis tests. Determination of the sample used purposive sampling. The sample in this study was 120 respondents. The results of the study show that the variables of green trust, brand image and product knowledge have a positive effect on purchasing decisions, while the green price variable moderates brand image and product knowledge on purchasing decisions. The implication of this study is that The Body Shop managers continue to increase green trust in their products through campaigns, empty bottle recycling programs, the use of paper bags. Managers can increase green trust in the minds of consumers by always providing good quality, having stable management and displaying positive and environmentally friendly campaigns so that The Body brand image is always good in the eyes of consumers. In addition, further information about The Body Shop products should be published regularly via the website or advertisements so that more people know about The Body Shop products.

Kata Kunci: Green Trust, Brand Image, Product Knowledge, Green Price, Purchase Decision

INTRODUCTION

Companies and consumers are becoming more conscious of how their operations affect the environment these days. Because of the widespread concern about environmental destruction, people are adopting a new way of living that places a strong emphasis on preventing and lessening the effects of pollution from everyday human activities. Green living

is another name for this way of living. "Reduce, reuse, recycle, and replace" is the 4R philosophy of the green lifestyle.

Green marketing concepts are a way for businesspeople to show that they are conscious of how their operations affect the environment in particular. The consistent use of all practices that create facilities and services to meet human needs and wants without affecting the environment is known as "green marketing." Green marketing is the company's approach, which it views as a way to effectively differentiate itself from competitors and satisfy consumer demands for eco-friendly products while also fulfilling its corporate social responsibility (Chang, 2011).

Many businesses worldwide are using green marketing, which is still developing into a generally recognized trend (Chen, 2010). Companies in the cosmetics sector are among the many that use the Green Marketing approach. Examples of how green marketing is being used in the cosmetics business include the use of natural components, the avoidance of animal testing, and the absence of detrimental effects on customers. In addition to overseas, Indonesia is seeing a sharp increase in the use of green marketing in the cosmetics sector. Using natural chemicals and avoiding animal testing, The Body Shop is one of the cosmetic brands that embodies the idea of being environmentally friendly. Additionally, The Body Shop strives to recycle what they can reuse as part of its eco-friendly values.

According to Liobikiene (2016), environmental concern, knowledge, attitudes, values, awareness, and the efficacy of customer perception are the most significant elements influencing the purchase of green products. Resmawa (2017) asserts that green pricing moderation has a negative impact on interest in buying The Body Shop items, while several other research by Intan (2019) and Yasri (2017) demonstrate that the decision to buy The Body Shop products is influenced. This demonstrates that a number of factors, such as brand image, green trust, and product expertise, can affect a consumer's decision to buy Body Shop items.

A person's thoughts, ideas, and perceptions about a company make up their brand image (Kotler, 2011:32). According to research by Intan Frida Syahrazad and Fanni Husnul Hanifa (2019), consumers' decisions to buy Body Shop items are significantly influenced favorably by the brand's image. Green trust is another factor that may affect consumers' decisions to buy eco-friendly items. Chen (2010) defines green trust as the readiness to utilize products, services, or brands that are thought to have a beneficial environmental impact. The decision to buy products from The Body Shop is positively and significantly influenced by green trust, according to research by Yasri, Yunita, and Maulina (2017).

Customers typically conduct research to find as much information as they can after they are aware of the demands and preferences they need to satisfy. Product knowledge is the full range of precise information that customers retain in their minds and that can be taken into account when deciding what to do next (Sumawarman, 2004). Purchase decisions for green products are positively impacted by product knowledge, according to research by Indarto (2015).

The fact that green products are comparatively more costly than conventional items is one of their features. Despite customers' perceptions, beliefs, and understanding of green products, the high cost of these products may deter them from purchasing them. According to research by Resmawa (2017), green prices can lessen the impact of product knowledge or brand image on purchase intention. Researchers are interested in creating a previous study model and testing it at The Body Shop, as explained above. This study will examine the variables that affect consumer choices and reevaluate how green prices affect brand perception and product expertise in relation to decisions to buy The Body Shop items.

Hypothesis Development

1. The effect of green trust on purchase decision

   Chen, as cited in Putra (2015), defines green trust as the willingness to trust a company, product, or service because of its reputation, good behavior, and

environmental performance. According to earlier studies by Yasri, Yunita, and Maulina (2017), green trust influences consumers' decisions to buy products from The Body Shop in a positive way. As a result, more people will choose to buy from The Body Shop because of their enhanced green trust. The degree of buying increases with people's level of trust. Prior studies have demonstrated that green trusts influence consumers' decisions to buy. If the target customer offers green trust, the decision to buy will be more likely.

Octavera H.G. (2018), Rina Wulandari (2020), and Yasri, Yunita, and Maulina (2017) have all found that green trust significantly and favorably influences consumers' decisions to buy green products. Thus, the researcher put up the following hypothesis:

H1: Green trust has a positive effect on purchase decision

2. The effect of brand image on purchase decision

These days, people are inclined to seek out goods with a positive brand reputation. The general perception of a brand is reflected in its image, which is shaped by its historical data and experiences. Studies by Hutomo (2018) and Intan & Fanni (2019) demonstrated that the choice to buy Body Shop items is significantly influenced favorably by the brand image. Brand image has a favorable and considerable influence on the decision to buy green products, as demonstrated by Desriani, Silcyljeova, and Hendra (2018). Thus, the researcher put up the following hypothesis:

H2: Brand image has a positive effect on purchase decision

3. The effect of product knowledge on purchase decision

Product expertise is crucial when examining a product's purchasing patterns. Customers must be aware of the features of a product. A customer may make a poor purchasing decision if they are not aware of the product's features. The product's usefulness, advantages, ingredients, and other consumer perception values are among the information that consumers learn about it before making a purchase.

Studies by Sugiyarta & Pundani (2012) and Indarto (2015) demonstrated that product knowledge positively influences consumers' decisions to buy eco-friendly products. Product knowledge has a favorable and considerable influence on the decision to buy green products, according to Rina Wulandari (2020) and Fidia dan Harti (2021). Thus, the researcher put up the following hypothesis:

H3: Product knowledge has a positive effect on purchase decision

4. The effect of brand image to influence purchase decision with green price as a moderating variable

Because of the materials and packaging used in ecologically friendly items, they are more costly than traditional products. According to Resmawa's (2017) research, green prices have a negative moderating effect. Thus, the researcher put up the following hypothesis:

H4: Green price moderated the effect of brand image on purchase decision

5. The effect of product knowledge to influence purchase decision with green price as a moderating variable

After identifying the requirements and wants he wants to satisfy, the customer will try to learn as much as he can by investigating if the product would fit his demands beforehand and comparing some similar items before deciding to buy. Customers' high level of product knowledge influences their purchases. Even if green items are far more expensive than conventional ones, they are nevertheless eager to purchase them since

they are more ecologically beneficial. According to the Queensland Government (2006), price is a crucial component of the marketing mix as most buyers would only pay more for green products if they believe they are greater valuable. Green prices have a negative moderating effect, as demonstrated by Resmawa (2017). Thus, the following research hypothesis was put out by the investigator:

H5: Green price moderate the effect of product knowledge on purchase decision.

METHOD

Conceptual and Operational Definition

Table 1. Conceptual Definition

Variable	Conceptual Definitions	Operational Definitions	Indicator
Green Trust (X1)	Green trust is a willingness to depend on a product, service or a brand based on the belief or expectation resulting from is credibility, benevolence and ability about its environemental performance (Chen & Chang, 2012)	Green trust is a willingness to rely on The Body Shop's products, services, or brands based on beliefs or expectations that result from credibility, virtue, and ability about environmental performance.	- The environmental reputation of this product is generally reliable - The environmental performance of this product is generally reliable - Environmental claims of these products are generally trustworthy - The environmental concern of this product meets expectations - This product keeps the promise and commitment to a environmental protection (Chen & Chang, 2012)
Brand Image (X2)	Brand image is a set of beliefs of ideas and impressions that a person has towards a brand (Kotler, 2011)	The thoughts and beliefs that the seller wants to create for the body shop consumers, so that the brand is in the consumer's memory when seeing or remembering the body shop brand.	- Corporate Image - User Image - Product Image (Kotler & Keller, 2012)
Product Knowledge (X3)	Product knowledge is information that consumers have about the products they will buy (Peter & Olson, 2010)	The insights that consumers have about The Body Shop's products, both useful and beneficial from these products, are felt based on previous experiences.	According to Lin and Lin (2007) there are 3 ways to measure product knowledge, namely: - Subjective knowledge - Objective knowledge - Experience-based knowledge

Purchase Decisions (Y)	Purchase decision is a stage in the buyer decision making process where consumers actually buy (Kotler & Amstrong, 2014)	Actions taken by consumers who previously determined the choice of several alternative products, namely The Body Shop products	- Product Selection - Choice of Brand - Dealer Options - Time of Purchase - Purchase Amount (Kotler & Keller, 2012: 185)
Green Price (Z)	Consumers only want to pay a premium price if consumers see green products have more value in the form of performance, function or attractiveness (The Queensland Government, 2006)	Consumers are willing to pay higher because The Body Shop is an environmentally friendly product.	- Costs for health, - Costs with environmental benefits - Premium prices - Competitive prices. (Angeline, 2015)

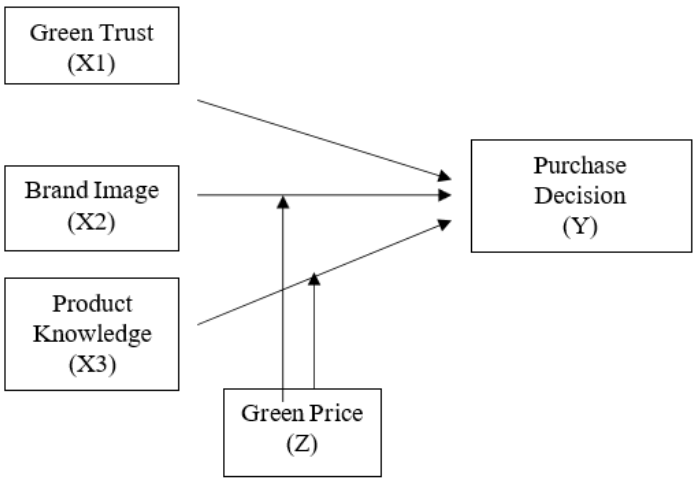

Figure 1. Research Framework

DATA ANALYSIS TECHNIQUES

1. Validity and Reliability Test

   A validity test demonstrates the degree to which the instrument we employ can measure the desired outcome. Finding out if a statement in the questionnaire we are distributing is true or not is the goal of the validity test. Retrieval validity test conditions are met when rcount (Corrected Item-Total Correlation) > r table.

   A realibility test demonstrates the degree of consistency and stability of the gauges we employ. giving consistently accurate findings in the event that the measurement is repeated. In the event that the Alpha coefficient (α) is more than equal to (≥) at a significant level of 0.6, the questionnaire is considered credible (Ghozali 2013).

2. Descriptive Analysis

   The goal of the descriptive analysis approach is to acquire a more comprehensive and complete picture of a situation by using data or information that has been gathered,

categorized, and evaluated in order to gain the information required to examine current issues (Kuncoro 2003).

3. Determination Coefficient (Adjusted R Square)

   The adjusted R2 A measure of how well independent variables can describe fluctuations in dependent variables is the square coefficient of determination. Indicating a significant connection between a free variable and a bound variable, the adjusted R2 value should be near 1. A poor correlation between a free variable and a constrained variable, however, is indicated if the adjusted R2 result is around zero.

4. Classic Assumption Test

   In order for the regression analysis's results to satisfy the requirements and to determine whether or not the regression model is testable, the classical assumption test is required. As per Gujarati (2003), the BLUE (Best Linear Unbiased Estimator) is a traditional assumption test that is required prior to regression in order to get an unbiased estimator; it is devoid of heteroscedasticity, multicollinearity, and autocorrelation.

   a. Normality Test

      A normality test is required to determine whether or not the independent and dependent variables in the regression model have a normal distribution. To determine if it is normal or not, apply Kolmogorov Smirnov's normalcy test. The following is one way to make the decision:

      1) If the probability > 0.05, is not significant, it indicates that the data is normal. If the probability < 0.05, then it significant that the data is normal.

   b. Multicollinearity Test

      Examining whether or not there is a strong correlation between the variables in the regression model is the primary goal of the multicollinearity test. A multicollinearity symptom is present in a model if the variables have a high correlation with one another (Suliyanto, 2011:81). VIF (Variation Inflation Factor) and TOL (tolerance) ca

      n be used to identify multicollinearity. The author of this study used VIF, which is capable of detecting:

      1) If the tolerance value is > 0, 1, then there are no symptoms of multicollinearity. But if tolerance value is < 0, 1, then there are symptoms of multicollinearity.
      2) f the VIF value < 10, then there are no symptoms of multicollinearity. But if the VIF value > 10, then there are symptoms of multicollinearity.

   c. Heterocedasticity Test

      In a regression model, the heteroscedasticity test seeks to ascertain if the residuals of one observation differ in variance from those of another (Ghozali, 2013). The presence of heteroscedasticity in the regression model is shown by an uneven variance among the data. The Glejser test, which involves regressing the independent variable's absolute residual value, will be used in this study to test for heteroscedasticity.

5. Regression Analysis of Moderatinng Variable with Sub Group Method

   The third variable, which is expected to be a moderation variable, is tested for its ability to moderate the influence of independent factors on dependent variables using the computed F value. It will be considered that the third variable is moderate if its value is higher than the value in table F (Suliyanto, 2011:207).

$$F\ count = \frac{(SSRT - SSRG)/k}{(SSRG)/(n1 + n2 - 2k)}$$

Description:
F = calculated F value
SRRT = *Sum Square Residual* Total

RESULTS AND DISCUSSION

Result

1. Validity and Reliability Test

Table 2. Validity and Reliability Test

Variable	R Count	R Table	Information
X1_1	0,873	0,361	Valid
X1_2	0,849	0,361	Valid
X1_3	0,838	0,361	Valid
X1_4	0,844	0,361	Valid
X1_5	0,706	0,361	Valid
X2_1	0,879	0,361	Valid
X2_2	0,886	0,361	Valid
X2_3	0,899	0,361	Valid
X3_1	0,942	0,361	Valid
X3_2	0,923	0,361	Valid
X3_3	0,960	0,361	Valid
Z_1	0,787	0,361	Valid
Z_2	0,750	0,361	Valid
Z_3	0,846	0,361	Valid
Z_4	0,724	0,361	Valid
Y_1	0,814	0,361	Valid
Y_2	0,518	0,361	Valid
Y_3	0,394	0,361	Valid
Y_4	0,780	0,361	Valid
Y_5	0,558	0,361	Valid

Source: processed data

On the table showed the output of the questionnaire validity test, it can be seen that the value of R counts the correlation of product moments of all question items from the variable purchase decision (Y), green trust (X1), brand image (X2), product knowledge (X3), and green price (Z) greater than the critical value (r table) of 0.195. Thus, all question items of all these variables are declared valid and can be used as a data collection tool.

Table 3. Output Validity Test

Variable	Alpha	Sig. 0,6	Information
Green Trust (X1)	0,878	0,6	Reliable
Brand Image (X2)	0,853	0,6	Reliable
Product Knowledge (X3)	0,936	0,6	Reliable
Green Price (Z)	0,775	0,6	Reliable
Purchase Decision (Y)	0,625	0,6	Reliable

Source: processed data

On the tabel output of the questionnaire reliability test, it can be seen that the value of Alpha cronbach's coefficient of all question items from the variable purchase decision (Y), green trust (X1), brand image (X2), product knowledge (X3), and green price (Z) is greater than the critical value (significant level) of 0.6. Thus, all question items of all these variables are declared reliable.

2. Descriptive Analysis

Table 4. Descriptive Analysis

	N	Minimum	Maximum	Mean	Std. Deviation
Green Trust	120	13	25	21.28	2.910
Brand Image	120	8	15	12.83	1.886
Product Knowledge	120	6	15	12.17	2.515
Green Price	120	9	20	16.63	2.497
Purchase Decision	120	8	25	17.99	3.707
Valid N (listwise)	120				

Source: processed data

3. Determinant Coefficient (Adjusted R Square)

The results of multiple regression analysis indicate that the coefficient of determination (R2) is 0.527, meaning that 47.3% of the variation in variables outside the model, such as brand image, product knowledge, and green trust, can be explained by changes in these variables.

4. Classic Assumption Test
   a. Normality Test

      The second model's normalcy test is called asymp. The alpha value (0.05) is less than the sig. of the Kolmogorov-Smirnov Z test for standardized residual variables, which is 0.074. Thus, the normal distribution is the second regression model that was employed in this investigation.

   b. Multicollinearity Test

Table 5. Multivollinearity Test

No.	Independent Variables	VIF value	Information
1	Green Trust	2,405	There is no multicollinearity.
2	Brand Image	2,489	There is no multicollinearity.
3	Product Knowledge	1,555	There is no multicollinearity.
4	Green Price	1,524	There is no multicollinearity.

Source: processed data

If the VIF value is less than 10 then the model has no symptoms of multicollinearity. It can then be concluded that both regression models have no symptoms of multicollinearity.

c. Heterocedasticity Test

Table 6. Heterocedasticity Test

No.	Variable Independent	Sig.	Information
1	Green Trust	0,333	There is no heteroskedastisity.
2	Brand Image	0,544	There is no heteroskedastisity.
3	Product Knowledge	0,826	There is no heteroskedastisity.
4	Green Price	0,819	There is no heteroskedastisity.

Source: processed data

The absence of heteroskedasticity or deviation is shown by a sig value larger than 0.05. Heteroskedasticity symptoms are absent from both regression models, according to the data above.

5. Regression Analysis of Moderating with Sub Group Method
   1) Regression Analysis X toward Y

Table 7. Regression Analysis X toward Y

Variabel	T count	T table
Green Trust (X1)	1,691	1,65798
Brand Image (X2)	2,044	1,65798
Product Knowledge (X3)	3,000	1,65798

Source: prosecced data

Since the computed T count (1.691) is higher than the T table (1.65798), it can be inferred from the above table that green trust has a favorable impact on buying decisions. The variable Brand Image has a positive impact on purchasing choices, as indicated by the

computed T count (2.044) being higher than the T table (1.65798). With a computed T count (3,000) higher than the T table (1.65798), Product Knowledge is a variable that is positively correlated with purchasing choices.

2) Regression Analysis of Moderating with Sub Group

Table 8. Regression Analysis of Moderating with Sub Group

	Residual	Beta	Total Group Members
SSRT (Total)	1026,883	0,191(X1), 0,236 (X2), 0,273 (X3)	
SSR1_BI (high)	439,540	0,462	64
SSR2_BI (low)	506,464	0,233	56
SSRG (SSR1_BI + SSR2_BI)	946,004		

Source: prosecced data

Using the preceding table, the value of the F moderation subgroup brand image may be computed as follows:

$$F = \frac{(SSRT - SSRG)/K}{(\text{SSRG})/(\text{n1} + \text{n2} - \text{2k})}$$

$$F = \frac{(1026{,}883 - 946{,}004)/2}{(946{,}004)/(64 + 56 - 4)} = 4{,}958$$

The number F count got showed that F count (4.958) was more than F table (2.45). Therefore, it may be said that a fluctuating green price moderates the brand image in relation to decisions to buy.

Table 9. calculated the value of F moderation subgroup

	Residual	Beta	Total Group Members
SSRT (Total)	1026,883	0,191(X1), 0,236 (X2), 0,273 (X3)	
SSR1_PK (high)	473,045	0,392	64
SSR2_PK (low)	488,829	0,295	56
SSRG (SSR1_PK + SSR2_PK)	961,874		

Source: prosecced data

Based on the table above, it can be calculated the value of F moderation subgroup product knowledge as follows:

$$F = \frac{(SSRT - SSRG)/K}{(SSRG)/(n1 + n2 - 2k)}$$

$$F = \frac{(1026{,}883 - 961{,}874)/2}{(961{,}874)/(64 + 56 - 4)} = 3{,}919$$

The count (3.919) that was obtained based on the value of F is higher than the F table (2.45). Thus, changing green prices act as a moderator of product knowledge in relation to purchasing decisions.

DISCUSSION

1. *Green trust has a positive effect on purchase decision*

   According to the study's findings, fluctuating green trusts influence consumers' decisions to buy. It follows that a brand's buying choice is positively correlated with its level of green trust. Products from The Body Shop are seen to be successful in persuading customers to buy because of their green trust. They contend that The Body Shop has a great idea for protecting the environment by using less plastic and substituting it with recyclable bottles, papper bags, and natural materials in all of its products.

2. *Brand image has a positive effect on purchase decision*

   According to the study's findings, buying decisions are positively impacted by fluctuating brand image. As a result, it is well recognized that a brand's buying decision increases with its image. Products from The Body Shop are said to have a strong brand image that influences customers to buy. They contend that The Body Shop has a positive reputation, has gained positive feedback from some customers, has numerous locations, is well-known to the general public, consistently delivers high-quality products, has steady management, runs successful marketing campaigns, and is environmentally friendly.

   The statement "The Body Shop has a good reputation as a cosmetics manufacturer who cares about the environment" is the one with the highest value in the corporate image indicator. It indicates that respondents agree with the statement and think the Body Shop product has a positive brand image with the campaign and the way it raises consumer awareness.

3. *Product knowledge has a positive effect on purchase decision*

   According to the study's findings, buying decisions are positively impacted by varied product knowledge. Consequently, it is well recognized that brand purchasing decisions increase with brand product knowledge. The Body Shop's product expertise is seen to be effective in persuading customers to buy its products. They contend that they learn about The Body Shop goods from social media, internet, advertisements, family, and SPG. The experience-based knowledge indicator contains the statement with the highest statement value: "I know environmentally friendly cosmetic products from my experience using various cosmetic products." This indicates that respondents agree with the statement and think there is a good distribution of product knowledge.

4. *Green price moderated the effect of brand image on purchase decision*

   The study's fourth hypothesis is that green pricing may mitigate the association

between brand perception and buying behavior. The association between brand perceptions and purchase decisions has been found to be moderated by green costs. Given that the brand image research's high brand image (0.864) is higher than its low brand image (0.424), it can be said that consumer perceptions of high green prices will be more strongly influenced by brand image, and that consumers will be more likely to purchase The Body Shop's high-quality cosmetics. This likelihood will increase even more if The Body Shop's pricing is seen more favorably. Customers will not mind paying more to purchase products from The Body Shop because they think that the retailer's green price or high price guarantees the quality of their eco-friendly cosmetics, which benefit both the environment and the wearer.

5. *Green price moderated the effect of product knowledge on purchase decision*

Green costs can modify the link between product knowledge and purchasing decisions, according to the fifth hypothesis put out in this study. Green pricing regulate the link between product knowledge and purchasing decisions, according to research. The results show that the impact of product knowledge on purchase decisions is larger when it comes to the impression of high green prices than when it comes to the perception of low green prices, with product knowledge (high) being 0.525 greater than product knowledge (low) being 0.396. According to what they know, most consumers of eco-friendly products understand that because of their many benefits, eco-friendly items are more expensive than non-green one. Customers' awareness of environmentally friendly items, both objective and subjective, will motivate them to purchase The Body Shop. This effect will be more pronounced for customers who believe that The Body Shop's premium prices are commensurate with its high quality.

CONCLUSION

1. Green trust influences The Body Shop product purchases in a good way.
2. Buying decisions for The Body Shop items are positively impacted by brand image.
3. Purchasing decisions for The Body Shop items are positively impacted by product knowledge.
4. The impact of Brand Image on The Body Shop product purchase decisions is moderated by Green Price.
5. Green prices mitigate the impact of product knowledge on decisions to buy items from The Body Shop.

REFERENCE

Albar Gunarso, A. K. (2017). Pengaruh green advertising, eco brand dan green trust terhadap keputusan pembelian (Survei Pada Konsumen Lampu Philips LED Di RW 12 Kelurahan Merjosari Kecamatan Lowokwaru, Kota Malang). *Jurnal Administrasi Bisnis (JAB)*, 1-10. Angeline, M. E. (2015). Hubungan green marketing terhadap pilhan konsumen (Studi Kasus Pada The Body Shop Manado). 1-25.

Biel, D. A. (2010). Dimension of Brand Personality. Journal of Marketing Research, 34(3), 347- 356.

Brand Kosmetik Vegan. (2020). Retrieved from Price Price: https://id.priceprice.com/kecantikan/news/Brand-Kosmetik-Vegan-9369/

C, C. (2011). The Influence of Corporate Environmental Ethics on Competitive Advantage: The Mediation Role of Green Innovation. Journal of Business Ethics, 104, 361-370.

Coddington, W. (3 September 2010). How to Green Up your Marketing Mix. Advertising Age. Vol No 61, pp 30.

Desriani Makatumpias, S. M. (2018). The effect of green product and brand image on the

purchase decision of Oriflame products in Manado. Jurnal EMBA, 1-10.
Fidia Tridiwianti, H. (2021). Pengaruh green product awareness dan pengetahuan produk terhadap keputusan pembelian produk green body care. Jurnal Pendidikan Tata Niaga (JPTN), Vol 9 No 1, 1-7 .
Gadau, M. (2016). Pengaruh Citra Merek (Brand Image) terhadap Loyalitas Konsumen (Studi kasus pada produk Body Mist The Body Shop di Ambarukmo Plaza). Fakultas Ekonomi - Manajemen Universitas Sanata Dharma Yogyakarta.
Ghozali, I. (2013). Aplikasi analisis multivariate dengan program IBM SPSS 20. Semarang: Badan Penerbit Universitas Diponegoro.
Ginting, O. H. (2016). Pengaruh green advertising, eco brand dan green trust terhadap keputusan pembelian Pertamax di Kota Medan.
Gujarati, D. (2003). Basic Econometrics.,Boston. McGraw Hill International.
Haryadi, R. (2009). Pengaruh Strategi Green Marketing Terhadap Pilihan Konsumen Melalui Pendekatan Marketing Mix (Studi Kasus The Body Shop). Masters thesis, Program Pasca Sarjana Universitas Diponegoro.
Hasib Aditya Pratama, R. P. (2019). Pengaruh greenwashing perception dan green satisfaction terhadap green trust dan green-word-of-mouth (Studi pada mobil konsumen LCGC). 1-17.
I Gusti Ayu Tara Diani Sawitri, G. B. (2019). Pengaruh green marketing dan brand image terhadap loyalitas pelanggan. E-Jurnal Manajemen, Vol 8 No 8, 1 - 18.
Indah Putri Marliani, A. (2019). Pengaruh brand image dan kualitas produk terhadap loyalitas pelanggan produk The Body Shop (Studi kasus pelanggan The Body Shop Kota Semarang). Jurnal Universitas Diponegoro, 1 -8.
Intan Frida Syahrazad, F. H. (April 2019). The influence of brand image on the decision of purchasing The Body Shop Products(case study of Telkom University's student) in 2018. e-Proceeding of Applied Science , Vol 5 No 1, 65.
Kotler, P. (2007). Being known or being one of many: the need for brand management for business-to-business (B2B) companies. Journal of Business & Industrial Marketing, Vol 22 No 6, pp. 357-362.
Kotler, P. K. (2012). Marketing Management, Edisi 14. New Jersey: Prentice- Hall Published. Kotler, P. (2011). Manajemen Pemasaran di Indonesia : Analisis, Perencanaan, Implementasi dan Pengendalian. Jakarta : Penerbit Salemba Empat.
Kotler, P. a. (2012). Principles of Marketing. New Jersey: Pearson Education Limited.
Kotler, P. &. (2014). Principle Of Marketing, 15th edition. New Jersey: Pearson Prentice Hall.
Kuncoro, M. (2003). Metode Riset untuk Bisnis dan Ekonomi. Jakarta: Erlangga. Misbahuddin., dan Iqbal Hasan. 2014. Analisis Data Penelitian dengan Statistik. Jakarta : Bumi Aksara. Lin, N.-Y. a.-S. (2007). The Effect of Brand Image and Product Knowledge on Purchase Intention
Moderated by Price Discount. Journal of International Management Studies, 121-132.
Liobikienė, G. (May 2016). Theory of planned behavior approach to understand the green purchasing behavior in the EU: A cross-cultural study. Ecological Economics, Vol 125, 38-46.
McKnigt, D. H. (2004). Developing and Validating Trust Measures for e-Commerce: An Integrative Typology. Vol 13, No 3 .
Mourad, M. a. (2012). Perception of green brand in an emerging innovative market. European Journal of Innovation Management, Vol 15 No 4, pp. 514-537.
Muhammad Husnan Zaky, N. M. (2020). Green marketing mix berpengaruh terhadap keputusan pembelian produk big tree farms di lotus food services. E-Jurnal Manajemen, Vol 9 No 2, 1 - 21.
Nittissusastro, M. a. (2012). Perilaku Konsumen dalam Perspektif Kewirausahaan, Alfabeta,

Bandung.
Peter, J. P. (2010). Perilaku Konsumen dan Strategi Pemasaran, Penerjemah Diah Tantri Dwiandani. Buku 1, Edisi 9. Jakarta: Salemba Empat.
Rahayu, E. S. (2011). Analisis Pengaruh Brand Image (Citra Merek) Sepatu Converse All Star Terhadap Minat Beli Konsumen Pengguna Sepatu Converse All Star pada Mahasiswa Universitas Haluoleo Kendari. Jurnal.
Resmawa, I. N. (April 2017). Pengaruh Brand Image dan Product Knowledge terhadap Purchase Intention dengan Green Price sebagai Moderating Variabel pada Produk the Body Shop di Surabaya. Jurnal Aplikasi Manajemen, Ekonomi dan Bisnis, Vol 1 No 2, 1-11.
Riska Septifani, F. A. (2014). Pengaruh Green Marketing, Pengetahuan dan Minat Membeli terhadap Keputusan Pembelian. Jurnal Manajemen Teknologi , Vol 13 No 2, 1 -1
Roberts, D. (2011). Green Marketing Management. South- Western CENGAGE Learning. Mason USA.
Rui Vinhas Da Silva, S. F. (2006). Cognitive, affective attributes and conative, behavioural responses in retail corporate branding. Journal of Product & Brand Management, Vol 15 No 5, pp. 293-305.
Rusdianto, H. (2018). Analisis green brand awareness, green brand trust, green brand image dan green perceived value terhadap keputusan pembelian natural cosmetics product. 1-10 .
Schiffman, L. &. (2013). Perilaku Konsumen Edisi 7. Alih Bahasa: Zoelkifli Kasip. PT Indeks. Jakarta.
Septiani, R. (2019). Pengaruh green marketing terhadap keputusan pembelian konsumen The Body Shop Margo City. 1-14.
Stephanie Elia, F. S. (2018, Juni 5). 6 Merek Kecantikan Natural yang Anut Prinsip Ramah Lingkungan. Retrieved from Kumparan: https://kumparan.com/kumparanstyle/6-merek- kecantikan-natural-yang-anut-prinsip-ramah-lingkungan/full
Sugiyarta Stanislaus, P. E. (2012). Pengaruh pengetahuan produk terhadap keputusan membeli pada mahasiswa konsumen Oriflame di UNNES. INTUISI 4 (2), 1-6.
Sugiyono. (2014). Metode Penelitian Kuantitatif, Kualitatif dan R & D. Bandung: Alfabeta. Suliyanto. (2011). Ekonometrika Terapan: Teori dan Aplikasi dengan SPSS. Yogyakarta: ANDI. Suliyanto. (2018). Metode Penelitian Bisnis untuk Skripsi, Tesis & Disertasi. Yogyakarta: ANDI. Sumawarman. (2004). Prilaku Konsumen Teori dan Penerapannya Dalam Pemasaran. Penerbit
Ghalia Indonesia. Bogor.
Tambun, Y. (2013). Motivasi dan Self Esteem Pengaruhnya Terhadap Prestasi Kerja Dosen Fakultas Ekonomi dan Bisnis Unsrat Manado. Jurnal Manajemen, Bisnis, Akuntasi, Vol 1, No 3 .
Tjiptono. (2015). Service Management Mewujudkan Layanan Prima. ANDI. Yogyakarta dan Chandra. 1997. Service, Quality & Satisfaction. CV Andi Offset. Yogyakarta.
Top Brand Award. (2019). Retrieved from Top Brand Index: https://www.topbrand-award.com/top-brand%20index/?tbi_find=the%20body%20shop
Wulandari, R. (2020). Pengaruh green product knowledge, green trust, dan green advertising terhadap keputusan pembelian green product. 1-27.
Y. Chen, C. C. (2012). Enhance green purchase intentions: The roles of green perceived value, green perceived risk, and green trust. Management Decision, Vol 50 No 3, pp. 502-520.
Yasri, Y. E. (September 2017). Pengaruh green brand dan green trustt terhadap keputusan pembelian produk The Body Shop. Jurnal Kajian Manajemen Bisnis, Vol 6 No 2, 144-157. Yoesmanam, I. C. (Februari 2015). Pengaruh pengetahuan produk dan persepsi kualitas produk terhadap keputusan pembelian pada kosmetik organik. Jurnal Bisnis

dan Manajemen, Vol 7 No 2, 1-11.
Yu-Shan, C. (2010). The drivers of green brand equity: green brand image, green satisfaction, and green trust. Journal of Business Ethics, Vol 93 No 2, pp. 307-19.