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.v7i6
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Received: 29 June 2026 | **Revised:** 11 July 2026 | **Accepted:** 9 August 2026

The Effect of Green Value, Environmental Commitment, and Social Influence on Green Purchase Intention For Environmentally Friendly Skincare Products (Nature Republic)

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Abstract: The increasing public awareness of environmental issues has contributed to the growth of environmentally friendly consumption behavior, including the intention to purchase green products. This study aims to analyze the influence of Green Value, Environmental Commitment, and Social Influence on Green Purchase Intention using a quantitative survey approach involving 200 respondents, with data analyzed through multiple linear regression using SPSS. The results indicate that Green Value, Environmental Commitment, and Social Influence each have a positive and significant effect on Green Purchase Intention, both partially and simultaneously, while the coefficient of determination (R^2) shows that most of the variation in Green Purchase Intention is explained by these variables, with the remainder influenced by other factors. These findings suggest that perceived environmental value, individual commitment to environmental sustainability, and social influence play crucial roles in shaping consumers' intention to purchase environmentally friendly products; Therefore, enhancing product environmental value, strengthening environmental commitment, and leveraging social influence are important strategies to promote sustainable consumption behavior.

Keywords: Green Value, Environmental Commitment, Social Influence, Green Purchase Intention, Consumer Behavior

INTRODUCTION

As consumer awareness of the environmental impact of skincare products increases, environmental sustainability issues are gaining increasing attention in the global beauty industry. The use of traditional skincare products has been replaced by the " *green beauty* " trend, which describes products claimed to be safe, natural, and environmentally friendly. Based on systematic surveys, consumers now consider sustainability aspects when choosing which eco-friendly cosmetic products to purchase. This includes evaluating raw materials , packaging, and production methods (Limbu & Ahamed, 2023).

According to an internal survey (such as brand/company research) conducted among Indonesian consumers, only about 30% of respondents consistently choose skincare products labeled “green” or “eco-friendly,” even though more than 70% of respondents reported caring about environmental issues. This internal finding suggests that green product purchase intentions (Y) are not always realized, reflecting a mismatch between attitudes (awareness) and intentions. It is important to examine the variables of eco-friendly purchase intention in the context of regional eco-friendly skin care (Fahrudi, 2024).

The concept of “eco-friendly purchase intention” describes the tendency of customers to choose products with environmentally friendly features, such as natural ingredients, eco-friendly packaging, and sustainable production methods. Although there is a discrepancy between intention and actual behavior, research shows that the likelihood of actual purchase increases with intention (Sriramaneni et al., 2025) . This is particularly important in the context of skincare, as environmentally conscious consumers require further education to ensure they understand sustainability characteristics and become engaged buyers.

Green competence, or how well customers understand a product's environmental aspects, such as ingredient composition, sustainability labels, and eco-friendly packaging, is one factor hypothesized to influence green product purchase intentions. Consumers with a strong understanding of the environment tend to be more selective in choosing products and skeptical of "green" claims. Little research has examined green competencies specifically in eco-friendly skincare; most studies in the eco-friendly cosmetics literature focus on general environmental understanding (eco-friendly product knowledge). A factor analyzed in the eco-friendly cosmetics purchase intention framework, for example, is knowledge about eco-friendly products, according to research published in the Journal of Management Dynamics. Therefore, it is crucial to analyze the specific impacts of green knowledge in context (Diyah Dwi Lestari & Ratna Roostika, 2022).

In addition to green competence, customers' intention to purchase environmentally friendly goods is greatly influenced by social influences from friends, family, influencers, and social media. According to research, social influence has a positive impact on the intention to make environmentally friendly purchases. (Putri, 2025) , for example, found that social influence directly influences the tendency to make environmentally friendly purchases.

The current research gap is primarily due to the lack of research on green skincare, including a lack of focus on green competency in skincare, and a lack of research on the mediating role of environmental commitment in the context of local customers. Analyzing the relationships between green knowledge, social influence, environmental commitment, and green purchase intention in green skincare brands aims to address these gaps. To analyze the influence of green expertise and social influence on the green product purchasing intention of Natur-e Republik consumers, and to test the role of environmental commitment as a mediator. Provides practical implications for the development of effective green skin care product marketing approaches

METHOD

This study employed a quantitative approach with a causal associative design to analyze the influence of Green Value (X_1), Environmental Commitment (X_2), and Social Influence (X_3) on Green Purchase Intention (Y). The quantitative method was selected to enable empirical and objective testing of relationships among variables using standardized instruments such as questionnaires, followed by analysis through inferential statistical techniques, particularly multiple linear regression with SPSS. The design is also causal-comparative, aiming to explain causal relationships among variables, supported by previous findings indicating that environmental knowledge, environmental commitment, and social influence contribute to encouraging green purchase intention.

The population of this study consisted of all consumers in Cirebon City who are aware of or have used environmentally friendly skincare products from Nature Republic. The sample was determined using a non-probability sampling technique with a purposive sampling approach based on specific criteria: respondents must reside in Cirebon, be at least 17 years old, have used or at least be familiar with Nature Republic products, and be willing to complete the questionnaire voluntarily and completely. Based on Roscoe's guideline, which suggests that sample sizes range from 30 to 500 and at least 10 times the number of variables in multivariate analysis, the minimum sample required was 40 respondents; however, to improve accuracy and representativeness, this study involved 200 respondents.

The data used consisted of primary data obtained through an online questionnaire distributed via Google Forms, and secondary data derived from reports, publications, previous studies, scientific journals, textbooks, as well as official websites and social media of Nature Republic. Data collection utilized a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The research instrument consists of 56 items covering four variables: Green Value, Environmental Commitment, Social Influence, and Green Purchase Intention. Instrument testing included validity testing using corrected item-total correlation with a threshold of ≥ 0.30 and significance below 0.05, and reliability testing using Cronbach's Alpha with a minimum value of ≥ 0.70, both conducted using SPSS.

Data analysis was carried out through several stages, including descriptive analysis of respondent characteristics (such as age, gender, skincare intensity usage, and product types used), followed by validity and reliability testing, and correlation and multiple linear regression analysis using the model $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$ to determine both partial and simultaneous effects of independent variables on the dependent variable. Hypothesis testing was conducted based on regression coefficients and p-values with a significance level of 0.05, where p-value < 0.05 indicates a significant effect, covering both individual and simultaneous influences of the variables on Green Purchase Intention. The findings were further interpreted using the Theory of Planned Behavior (TPB), where Green Value represents attitude, Social Influence reflects subjective norms, and Environmental Commitment indicates perceived behavioral control. The study was conducted in Cirebon City from November 2025 to January 2026 and adhered to research ethics principles, including informed consent, voluntary participation, confidentiality, and the use of data strictly for academic purposes

RESULT AND DISCUSSION

Instrument Validity and Reliability Test

Validity Test

Validity testing was conducted to determine the extent to which the questionnaire items were able to measure the research variables. Validity testing in this study was conducted by examining the Corrected Item-Total Correlation value. A statement item is declared valid if its Corrected Item-Total Correlation value is > 0.30.

Table 1. Results of Instrument Validity Test

Variables	Range Corrected Item-Total Correlation	Criteria	Information
Green Value	0.307 – 0.505	> 0.30	Valid
Environmental Commitment	0.292 – 0.406	> 0.30	Valid
Social Influence	0.288 – 0.428	> 0.30	Valid
Green Purchase Intention	0.312 – 0.360	> 0.30	Valid

Based on the results of the validity test conducted using the Corrected Item-Total Correlation value, it was found that all research variables had item-total correlation values that met the validity criteria. A statement item is declared valid if it has a Corrected Item-Total Correlation value greater than 0.30.

1. The Green Value variable has a Corrected Item-Total Correlation value range of 0.307 to 0.505, all of which are above the minimum threshold of 0.30. This indicates that

each statement item in the Green Value variable is able to accurately measure the intended construct.

2. The Environmental Commitment variable shows a Corrected Item-Total Correlation value range of 0.292 to 0.406. Although some values are close to the minimum limit, all statement items still meet the validity criteria, so these items are declared capable of representing the Environmental Commitment variable.
3. The Social Influence variable has a Corrected Item-Total Correlation value in the range of 0.288 to 0.428. These results indicate that the statement items used in the Social Influence variable have a fairly strong relationship with the total score of the variable, thus being declared valid.
4. The Green Purchase Intention variable has a Corrected Item-Total Correlation value ranging from 0.312 to 0.360, all of which are above the established criterion value. This indicates that the statement items in the Green Purchase Intention variable are able to consistently measure the intention to purchase environmentally friendly products.

Thus, it can be concluded that all statement items used in this study have met the validity criteria, so they are suitable for use as data collection instruments in research.

Reliability Test

Reliability tests are used to determine the consistency of respondents' answers to research instruments. Reliability testing is conducted using Cronbach's Alpha values. A variable is considered reliable if its Cronbach's Alpha value is > 0.60.

Table 2. Results of Instrument Reliability Test

Variables	Cronbach's Alpha	Criteria	Information
Green Value	0.778	> 0.60	Reliable
Environmental Commitment	0.761	> 0.60	Reliable
Social Influence	0.700	> 0.60	Reliable
Green Purchase Intention	0.762	> 0.60	Reliable

Based on the results of the reliability test presented in Table 2, it is known that all research variables have a Cronbach's Alpha value greater than 0.60, thus meeting the reliability criteria.

1. The Green Value variable had a Cronbach's Alpha value of 0.778, indicating that the instrument for this variable had a good level of internal consistency. The Environmental Commitment variable obtained a Cronbach's Alpha value of 0.761, indicating that the statement items in this variable were able to provide consistent measurement results.
2. The Social Influence variable has a Cronbach's Alpha value of 0.700, which is still above the minimum reliability limit, so the instrument for this variable is considered quite reliable. Meanwhile, the Green Purchase Intention variable obtained a Cronbach's Alpha value of 0.762, indicating that the instrument used has a good level of reliability.

All research instruments are reliable, so they are suitable for use.

Classical Assumption Test

Normality Test

The aim is to obtain normally distributed residual data using the Kolmogorov-Smirnov test approach.

Table 3. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Coefficient
N		200
Normal Parameters [a,b]	Average	.0000000
	Standard Deviation	4.00364920

Extreme Difference	Absolute	.076
	Positive	.043
	Negative	-.076
Statistical Testing		.076
Asymp. Significance. (2-tailed)		.165 [c]

a. Data is normally distributed.
b. Calculation from data.
c . Lilliefors Significance Correction.

Based on the results of the normality test with the One-Sample Kolmogorov–Smirnov Test on unstandardized residuals, the Asymp. Sig. (2-tailed) was 0.165 > 0.05. It was concluded that the residual data in the regression model was normally distributed.

In addition, the Kolmogorov–Smirnov statistical value of 0.076, the residual mean of 0.000, and the standard deviation of 4.003 indicate that the residual distribution is within reasonable limits and does not deviate from the normal distribution. It is worth continuing to describe the regression model used.

Multicollinearity Test

Aims to describe whether there is a high correlation between independent variables. Testing is done by looking at Tolerance and VIF.

Table 4. Multicollinearity Test Results

Coefficients [a]

	Unstandardized Coefficient		Standardized Coefficient	t	Significance	Collinearity Statistics	
	B	Standard Error	Beta			Tolerance	VIF
(Constant)	2,802	1,729		1,620	.107		
Green Value	.179	.040	.303	4,421	.000	.482	2,073
Environmental commitment	.172	.042	.297	4,063	.000	.424	2,356
Social Influence	.173	.055	.237	3,173	.002	.405	2,467

a. Dependent Variable: Green Purchase Intention

Based on the results of the multicollinearity test, all independent variables have a Tolerance >0.10 and a VIF <10. Green Value has a tolerance of 0.482 and VIF 2.073, Environmental Commitment has a tolerance of 0.424 and VIF 2.356, and Social Influence has a tolerance of 0.405 and VIF 2.467.

It was concluded that there were no symptoms of multicollinearity between independent variables in the regression model, so the regression model was suitable for use.

Heteroscedasticity Test

The heteroscedasticity test was carried out to determine whether there was inequality in residual variance. Glejser's test describes the significance of each variable.

Table 5. Results of Heteroscedasticity Test (Glejser Test)

Coefficients [a]

	Unstandardized Coefficient		Standardized Coefficient	t	Significance
	B	Standard Error	Beta		
(Constant)	6,775	1,041		6,507	.000
Green Value	.015	.024	.063	.631	.529
Environmental commitment	-.035	.025	-.144	-1,360	.175
Social Influence	-.056	.033	-.185	-1,711	.109

a. Dependent Variable: Abs_Res

Based on the results of the heteroscedasticity test using the Glejser test, the significance value of each independent variable was greater than 0.05. The Green Value variable had a significance value of 0.529, Environmental Commitment of 0.175, and Social Influence of 0.109.

These results show that there is no significant influence between the independent variables on the absolute residual value (Abs_Res). Thus, it can be concluded that the regression model does not experience symptoms of heteroscedasticity, thus fulfilling the classical assumptions and is suitable for use in further regression analysis.

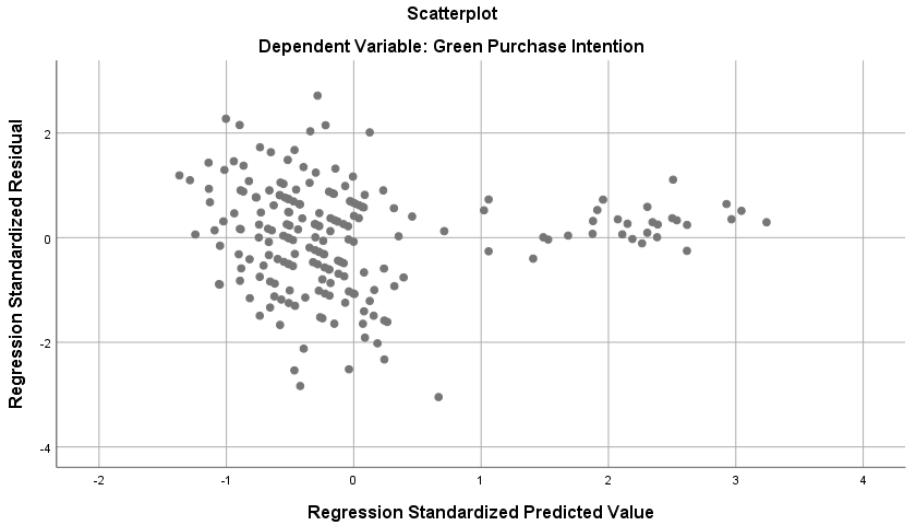


Figure 1. Heteroscedasticity Test Results (Scatterplot Test)

Heteroscedasticity testing with a scatterplot between Regression Standardized Predicted Value and Regression Standardized Residual shows a random distribution of points above and below the zero line on the Y axis. There is no particular pattern in the form of tapering, widening, or forming waves.

The random distribution pattern of points shows that the residual variance is constant across all predictions. There are no symptoms of heteroscedasticity in the regression model.

Autocorrelation Test

Aims to describe the relationship between residuals in one observation and other observations.

Table 6. Autocorrelation Test

Model Summary [b]

Model	R	R Square	Adjusted ^{R2}	Standard Error Estimate	DW
1	.745 [a]	.555	.548	4.03417	2,138

a. Predictors: (Constant), Social Influence, Green Value, Environmental commitment
b. Dependent Variable: Green Purchase Intention

Testing based on DW, obtained 2.138. This means there is no correlation between the residuals in the observation period. In conclusion, the regression model does not experience autocorrelation symptoms.

Correlation Test

Describes the closeness and direction of the relationship between Green Value, Environmental Commitment, and Social Influence with Green Purchase Intention.

Table 7. Correlation Test

		Green Value	Environmental commitment	Social Influence	Green Purchase Intention
Green Value	Pearson Correlation	1	.658 **	.677 **	.660 **
	Significance (2-tailed)		.000	.000	.000
	N	200	200	200	200
Environmental commitment	Pearson Correlation	.658 **	1	.723 **	.669 **
	Significance (2-tailed)	.000		.000	.000
	N	200	200	200	200
Social Influence	Pearson Correlation	.677 **	.723 **	1	.658 **
	Significance (2-tailed)	.000	.000		.000
	N	200	200	200	200
Green Purchase Intention	Pearson Correlation	.660 **	.669 **	.658 **	1
	Significance (2-tailed)	.000	.000	.000	
	N	200	200	200	200

**. Significant correlation at 0.01 level (2-tailed).

Pearson correlation testing shows that all independent variables have a relevant positive relationship with Green Purchase Intention. Green Value, with a correlation coefficient of 0.660, with a significance of 0.000 < 0.01, shows a positive relationship with strong closeness.

Environmental Commitment shows a strong positive relationship with Green Purchase Intention, correlation coefficient 0.669, significance 0.000 < 0.01. Social Influence has a correlation coefficient 0.658, significance 0.000 < 0.01, indicating a relevant positive relationship with Green Purchase Intention.

The results of the correlation test between independent variables show a relevant positive relationship even though the limits are acceptable. It was concluded that an increase in Green Value, Environmental Commitment, and Social Influence tended to be followed by an increase in Green Purchase Intention.

Multiple Linear Regression Analysis

The aim is to determine the influence of Green Value, Environmental Commitment, and Social Influence simultaneously or partially on Green Purchase Intention.

Table 8. Multiple Linear Regression Analysis

Coefficients [a]					
	Unstandardized Coefficient		Unstandardized Coefficient	t	Significance
	B	Standard Error	Beta		
(Constant)	2,802	1,729		1,620	.107
Green Value	.179	.040	.303	4,421	.000
Environmental commitment	.172	.042	.297	4,063	.000
Social Influence	.173	.055	.237	3,173	.002

a. Dependent Variable: Green Purchase Intention

The regression equation shows that Green Value, Environmental Commitment, and Social Influence have a positive effect on Green Purchase Intention, with the regression coefficient of each independent variable having a positive value.

Green Value has a relevant positive effect on Green Purchase Intention with a significance of 0.000 < 0.05. Environmental Commitment has a relevant positive effect with a significance

of 0.000 < 0.05. Social Influence has a relevant positive effect on Green Purchase Intention with a significance of 0.002 < 0.05.

Green Value, Environmental Commitment, and Social Influence simultaneously play a role in increasing Green Purchase Intention, so that the model is feasible and the hypothesis is accepted.

Hypothesis Testing

T-test

To determine the influence of each independent variable with partial on the dependent variable in the form of Green Purchase Intention.

Table 9. T-Test

Coefficients [a]

	Unstandardized Coefficient		Standardized Coefficient	t	Significance
	B	Standard Error	Beta		
(Constant)	2,802	1,729		1,620	.107
Green Value	.179	.040	.303	4,421	.000
Environmental commitment	.172	.042	.297	4,063	.000
Social Influence	.173	.055	.237	3,173	.002

a. Dependent Variable: Green Purchase Intention

The t-test on the Coefficients, produces a Green Value regression coefficient of 0.179, significance 0.000 < 0.05, it is concluded that Green Value has a relevant positive effect on Green Purchase Intention. The increasing value of environmental benefits perceived by customers, then the increase in customer intentions to purchase environmentally friendly products.

The Environmental Commitment variable has a regression coefficient of 0.172, with a significance of 0.000 <0.05, indicating that environmental commitment has a relevant positive effect on Green Purchase Intention. Social Influence has a regression coefficient of 0.173 with a significance of 0.002 <0.05, concluding that social influence plays a relevant role in increasing Green Purchase Intention. All variables are not bound by partial relevant effects on Green Purchase Intention, so the research hypothesis is accepted.

F test

Examining whether Green Value, Environmental Commitment, and Social Influence simultaneously influence Green Purchase Intention.

Table 10. F-Test

ANOVA [a]

	Sum [2]	df	Average [2]	F	Significance.
Regression	3977.708	3	1325.903	81,471	.000 [b]
Residual	3189.812	196	16,275		
Total	7167.520	199			

a. Dependent Variable: Green Purchase Intention

b. Predictor (Constant), Social Influence, Green Value, Environmental commitment

F test on ANOVA table 81.471, significance 0.000 < 0.05. Shows a significant model. Green Value, Environmental Commitment, and Social Influence simultaneously have a relevant influence on Green Purchase Intention, so that the model is suitable for application to analyze and accept the hypothesis.

R^2

To measure the ability of the Green Value, Environmental Commitment, and Social Influence variables to explain variations in the Green Purchase Intention variable.

Table 11. R^2

Model Summary [b]				
	R	R^2	Adjusted R^2	Standard Error Estimate
	.745 [a]	.555	.548	4.03417

a. Predictors: (Constant), Social Influence, Green Value, Environmental commitment
b. Dependent Variable: Green Purchase Intention

R2 of 0.745 indicates a strong relationship between the dependent variable and the dependent variable. R2 of 0.555 indicates that the variation in Green Purchase Intention is explained by the variables Green Value, Environmental Commitment, and Social Influence. Adjusted R2 of 0.548 indicates that, given the number of variables and samples, the model's ability to explain Green Purchase Intention is 54.8 %, with 45.2% explained by other variables outside the research model. The estimated error deviation of 4.03417 indicates a relatively small prediction error, so the model has quite good accuracy.

Discussion

The Influence of Green Value on Green Purchase Intention

Shows that Green Value has a relevant positive effect on Green Purchase Intention. A positive R2 indicates an increase in customer perception of the environmental benefits of a product, thus increasing customer intention to purchase the environmentally friendly product. Customers tend to consider environmental value aspects, such as a product's contribution to environmental conservation, resource efficiency, and long-term environmental impact when making purchasing decisions.

In line with the concept of green marketing, it explains that environmental values perceived by consumers can encourage purchasing behavior that is oriented towards sustainability. Thus, Green Value becomes a major factor for producers in developing and marketing environmentally friendly products.

The Influence of Environmental Commitment on Green Purchase Intention

The t-test on Environmental Commitment proves that there is a relevant positive influence on Green Purchase Intention. Increasing individual commitment to environmental preservation will increase individual intentions to purchase environmentally friendly products. Consumers with concern and responsibility for the environment demonstrate more sustainable consumption behavior.

This study indicates that environmental commitment is an internal factor that encourages consumers to behave in an environmentally friendly manner. Customers with a high Environmental Commitment level are more selective in choosing products, specifically products that are considered to support environmental protection efforts. Therefore, increasing environmental awareness and education to the public can be an effective strategy to increase Green Purchase Intention.

The Influence of Social Influence on Green Purchase Intention

Social Influence has a relevant positive influence on Green Purchase Intention. Showing the influence of the social environment, in the form of family, friends, and the surrounding community, can increase customers' intention to purchase environmentally friendly products. Consumers tend to consider the opinions, suggestions, and behavior of those around them in determining consumption choices.

Social influence plays a crucial role in shaping consumer norms and attitudes toward environmentally friendly products. When the social environment provides positive support for the consumption of environmentally friendly products, consumers are encouraged to adopt this

behavior. Thus, marketing strategies that leverage social influence, such as community-based campaigns and testimonials, can drive Green Purchase Intention.

The Influence of Green Value, Environmental Commitment, and Social Influence Simultaneously on Green Purchase Intention

The F-test results show that Green Value, Environmental Commitment, and Social Influence simultaneously have a relevant influence on Green Purchase Intention. R^2 of 0.555 shows that the three variables explain 55.5 % of the variation in Green Purchase Intention, while the remainder is influenced by other factors.

Emphasizes that Green Purchase Intention is formed from a combination of environmental value perceptions, individual commitment to the environment, and social influence. A comprehensive approach is needed to increase the intention to purchase environmentally friendly products.

CONCLUSION

Based on the results of the research that has been conducted, it can be concluded that Green Value has a positive and significant effect on Green Purchase Intention. This shows that the higher the value of environmental benefits perceived by consumers, the greater the consumer's intention to purchase environmentally friendly products. In addition, Environmental Commitment also has a positive and significant effect on Green Purchase Intention, which means that consumers with a high commitment to environmental conservation tend to have a greater intention to purchase environmentally friendly products. Furthermore, Social Influence is proven to have a positive and significant effect on Green Purchase Intention, so it can be interpreted that the influence of the social environment is able to encourage consumers in forming an intention to purchase environmentally friendly products. Simultaneously, Green Value, Environmental Commitment, and Social Influence have a significant effect on Green Purchase Intention, which shows that these three variables together have an important role in forming consumer intentions to purchase environmentally friendly products.

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