

Factors affecting consumers intention in purchasing eco-friendly cosmetic products in Batam City

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Abstract

Purpose: This study aims to identify the factors affecting consumer purchase intention towards ecologically sustainable cosmetic products in Batam City. The factors examined included subjective norms, promotion, perceived behavioral control, trust, and product quality. The data comprised of 322 questionnaires. The scope of this study was confined to Batam; therefore, the findings cannot be extrapolated to other areas.

Methodology: This study employed a survey to obtain data from consumers of cosmetic products in Batam.

Results: The data analysis revealed that attitude, perceived behavioral control, sales promotion, product quality, and subjective standards significantly affected the intention to purchase green cosmetic products in Batam City. Nevertheless, trust does not have a significant effect on purchase intention. The findings of this study offer valuable insights for cosmetic companies to devise more efficient marketing strategies for green cosmetic products.

Limitations: Data collection was exclusively conducted via questionnaires, which may have introduced respondent bias. Owing to its cross-sectional nature, this study could not elucidate temporal variations. A longitudinal study offers a more profound understanding of fluctuations in consumer intention over time.

Contributions: This study validates consumer perspectives on green cosmetics and advocates for more explicit standards and regulations in the sector, and the use of sophisticated biotechnology to extract natural ingredients.

Keywords: *Ecological cosmetic product, purchase intention, subjective standards, product quality*

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1. Introduction

The advent of globalization has led to alterations in lifestyle and advancements in technology, resulting in environmental and health issues. Global warming is a significant global issue. Hence, it is imperative to identify primary environmental factors and implement green products to safeguard the environment. Consumer awareness is affected by behavioral patterns that prioritize the environment and other living entities. Consumers with lifelong exposure to natural resources exhibit a strong intention toward environmental quality, sustainability, and a harmonious relationship between the environment and nature. This aligns with the growing emphasis of government regulators on environmental concerns, which indicates that environmental awareness can serve as a viable economic strategy. Nowadays, many consumers exhibit more critical thinking about marketing. The emergence of green marketing has resulted from sellers' growing concern about the environment.

Various factors in Batam City and other locations affect consumers' purchase intentions towards eco-friendly cosmetic products. Certain factors can affect consumer purchase intention towards eco-friendly cosmetic products in Batam City: A) Environmental Awareness: Environmental literacy and a solid commitment to environmental preservation heavily affect consumer intention toward eco-friendly cosmetic products. Intention to purchase eco-friendly cosmetic products is directly proportional to the level of environmental consciousness. B) Product Availability: An essential factor to examine is the availability of green cosmetic products in Batam City. Consumer intention is enhanced if these products are readily accessible and conveniently located. C) Price: Product cost is another factor that affects consumer intentions. Green cosmetic products tend to be priced higher than traditional products. However, if the price is set reasonably, it might attract more consumer attention. D) Product Quality: Product quality is a crucial factor that affects consumer intention. To maintain people's intentions, green cosmetic products must adhere to rigorous quality criteria. E) Information and Education: Acquiring knowledge and information regarding the advantages of green cosmetic products will enhance consumer intentions. The recognition of environmental advantages can significantly affect the promotion of this product. F) Manufacturer's brand and reputation: The brand and reputation of the product producer are significant factors. Consumer intentions can be enhanced if the manufacturer is recognized as an environmentally aware company with a strong reputation. G) Trust in environmental certifications and labels: Environmental certifications and labels, such as "toxin-free," "vegan," or "organic," have the potential to enhance consumer intention. Consumers tend to trust products that possess transparent environmental certification. H) Experience and Recommendation: Positive feedback from fellow consumers and endorsements from acquaintances or relatives can also impact consumers' intentions towards environmentally conscious cosmetic products. I) Lifestyle and Personal Values: An individual's lifestyle and values affect consumer intentions. Individuals who adhere to an eco-conscious way of life and place high importance on environmental principles are more inclined to select beautiful products that align with their values. J) Social factors and trends: Social and general trends affect consumer intentions. The rise in popularity of eco-friendly cosmetic products may lead to an increase in consumer intentions.

Manufacturers and retailers in Batam City should recognize that consumer preferences for eco-friendly cosmetic products can differ and be affected by several factors. They must understand and address these issues to cater effectively to the requirements and expectations of their purchasers. Product quality positively and significantly affects purchase intention. Product quality depends on various factors, including the meticulous processing of raw materials to transform them into end products. The findings indicate that product quality characteristics affect purchasing intentions, such that a decline in product quality affects consumer purchase intentions.

One commonly performed process is the implementation of green showcasing, which involves green promotion. This approach is currently widespread as sellers are increasingly concerned about the environment. The implementation of green marketing subsequently evolves into a strategy that enhances a company's competitive advantage and brand image. Ultimately, purchasers acknowledge that their intention is for advertisements to prioritize environmental consciousness, resulting in the gradual expansion of naturally sustainable products. This could contribute to the perplexity experienced by marketers when venturing into the realm of green marketing.

Green marketing has transformed into a strategic approach that has the potential to enhance a company's business worth and brand image. Nevertheless, consumers maintain that their intended purchasers must prioritize environmental awareness, which contributes to the sluggish expansion of eco-friendly products. This factor contributes to marketers' apprehension regarding venturing into green marketing. According to population census data, Indonesia's population is 270,203,917 million individuals, consisting of 136,661,900 males and 133,542,018 females (BPS, 2021). This large population makes Indonesia a lucrative market for cosmetics and cosmetics products.

The Minister of Health of the Republic of Indonesia issued Regulation no. 445/MENKES/PER/V/I998, which regulates cosmetic ingredients, colorants, substrates, preservatives, and sun protection products.

This regulation explicitly addresses cosmetic ingredients intended for external use in the body, such as the epidermis, hair, nails, lips, and genitals. The external structures referred to here include the teeth and oral cavity. Ensuring the longevity of business operations relies on placing trust in companies that prioritize social and environmental responsibilities. Several cosmetics and beauty corporations have implemented ecological approaches, including the L'Oreal brand, which encompasses Garnier and Body Shop brands. The Garnier product has transformed into a green cosmetic, providing consumers with a reasonably priced option, making it an enticing opportunity worth further exploration. Garnier is a renowned cosmetic and beauty brand in Indonesia manufactured by L'Oreal in Paris.

This environmentally conscious brand uses natural, eco-friendly ingredients, and does not conduct animal testing. Since 2008, Garnier has dedicated itself to utilizing sustainable raw materials and establishing solidarity programs to explore new raw materials that can have a positive social effect. Garnier developed a green formulation in which 98% of the ingredients used in its products were derived from natural sources. Additionally, Garnier obtained Ecocert certification for its natural skincare line. Garnier Products also employ eco-friendly marketing strategies that involve the implementation of the 3R (Reduce, Reuse, Recycle). Adhere to the principles of respect, reduction, and replacement. Garnier is dedicated to safeguarding the environment; thus, it has partnered with ocean conservation efforts to reduce plastic waste (Garnier, 2020).

Consumer awareness of contemporary issues, particularly environmental concerns, enhances their discerning and proactive approach to obtaining information regarding products that are not harmful to the environment or that include eco-friendly attributes. Thus, it enables consumers to react to measures implemented by companies, particularly those related to environmental matters, and safeguard the environment for future sustainability.

Purchase intention, a visit in the tourism sector, represents a tourist's intention towards a specific destination owing to its appealing features (Moslehpour, Ismail, Purba, & Lin, 2020). Subjective norms, as defined in the study conducted by Pacho (2020), refer to individuals' confidence in their ability to affect others within the framework of norms to foster environmental improvement and peace. The study conducted by Thehawijaya and Susilo (2023) find that advertising has a positive and significant effect on purchase intention. This is because of the crucial role played by its components, which effectively stimulate consumer purchase intention and thus enhance purchasing intentions. Based on the preceding explanation, this study aims to identify the characteristics that can impact the purchase intention of green cosmetic products in Batam City. The factors affecting the purchase and consumption of ecological products include subjective norms, advertising, perceived behavioral control, trust, product quality, and selectivity (Winangun & Nurcaya, 2020). Consumer consciousness regarding the need for better lives and concern for environmental sustainability prompts individuals to reconsider their purchasing and usage choices (Palupi, 2020). Green implementation is a frequently employed method.

2. Literature review

Purchase intention arises when visual stimuli are received and accompanied by a pleasurable sensation towards an object, generating a desire to persuade the individual of the product's utility (Pramesti, Ayu, & Rahanatha, 2019). Social media marketing can shape consumer intention and decision-making when selecting a product or service. This is because consumers tend to opt for familiar or unfamiliar things (Leviana, 2019). Aprilianti, Rastini, and Rahanatha (2023) indicate that social media marketing can effectively enhance purchase intentions and bolster brand recognition among entrepreneurs.

2.1 Subjective norms to Attitude

Nugraha, Udayana, and Lukitaningsih (2021) examined the relationship between subjective norms and attitudes in their study. They found that people's perceptions of others' beliefs about products significantly impacted consumers' purchasing decisions and attitudes. Due to marketing efforts, Chu (2018) discovered that subjective norms positively affect consumer attitudes and purchase intentions for supported and organic foods. Additionally, purchase intentions for supported and organic foods resulting from marketing communication positively affect purchase intentions.

2.2 Promotion to Purchase Intention

Astuti, Ardila, and Lubis (2021) stated that advertising significantly affects students' purchasing intentions regarding Converse brand shoes. Advertising aids consumers in finding high-quality products that satisfy their intentions and requirements, motivating them to purchase. Cahyono (2021) asserted that the sales promotion factor significantly and positively affects consumers' purchasing intentions at Burger King Jemursar. The results demonstrate that sales promotion has a significant and positive effect on purchasing intention, which is the extent of an individual's emotions after comparing them with the perceived outcomes. The consideration of purchase time is crucial when evaluating services. Increased promotion efforts will result in heightened consumer intentions and subsequent purchases of Burger King products.

2.3 Perceived Behavioral Control to Purchase Intention

Perceived behavioral control significantly affects purchase intention, as individuals who possess the intention and the means to acquire green products demonstrate a sense of behavioral control, which manifests as purchase intention for such products (Delany & Sitio, 2022). According to Siaputra and Isaac (2020), the perception of having control over one's behavior positively and significantly affects purchase intention. This is because the responder ultimately determines the final decision to purchase or not purchase healthy food in Crunhaus.

2.4 Trust to Purchase Intention

According to Juliana, Noval, Hubner, and Bernarto (2020), the outcomes of the trust assessment exhibit a significant and positive effect on the Intention to purchase. The acceptance of this hypothesis stems from the significant impact of simplicity of use and trust on users of the Tokopedia application. The Tokopedia program ensures trust by guaranteeing the secrecy of client information and data security (Khan & Hossain, 2021). Tania and Haryanti (2020) discovered that trust positively and significantly affects purchase intention. Most individuals purchasing organic food in North Jakarta are subject to adverse evaluations, which are not affected by social pressure to conform to or avoid the actions of influential individuals during that particular year.

2.5 Product Quality to Purchase Intention

Johari and Keni (2022) assert that product quality positively and significantly affects purchase intention. They argue that ensuring product quality requires careful consideration of various factors, including the selection of raw materials and processing of the final product. Ensuring quality is vital to meeting the expectations of consumers and potential consumers. Hence, entrepreneurs must offer superior products to ensure consumers purchase merchandise. Setiawati and Wiwoho (2021) investigated the effects of product quality on purchase intention. Their findings indicate a positive and significant relationship between product quality and purchase intention. Hence, a decline in product quality directly affects consumers' purchase intentions.

2.6 Attitude mediates the relationship between subjective norms and purchase intentions.

Nugraha et al. (2021) found that subjective norms positively and significantly affect attitudes and purchase intentions, as individuals' perceptions of others' confidence in OLX products strongly shape consumer decisions and attitudes when purchasing online. The study conducted by Syed et al. (2021) indicated that subjective norms have a significant effect on attitudes because of their significance in shaping the organizational environment. Additionally, research conducted by Istiqomah and Rohim (2022) suggests that subjective norms can enhance the leadership abilities of university teachers. The study (Khan & Hossain, 2021) demonstrated that subjective norms play a significant role in affecting the attitudes of teaching staff towards knowledge management (KM) and knowledge sharing (KS). The research model utilized in this study is succinctly stated in the graph provided below.

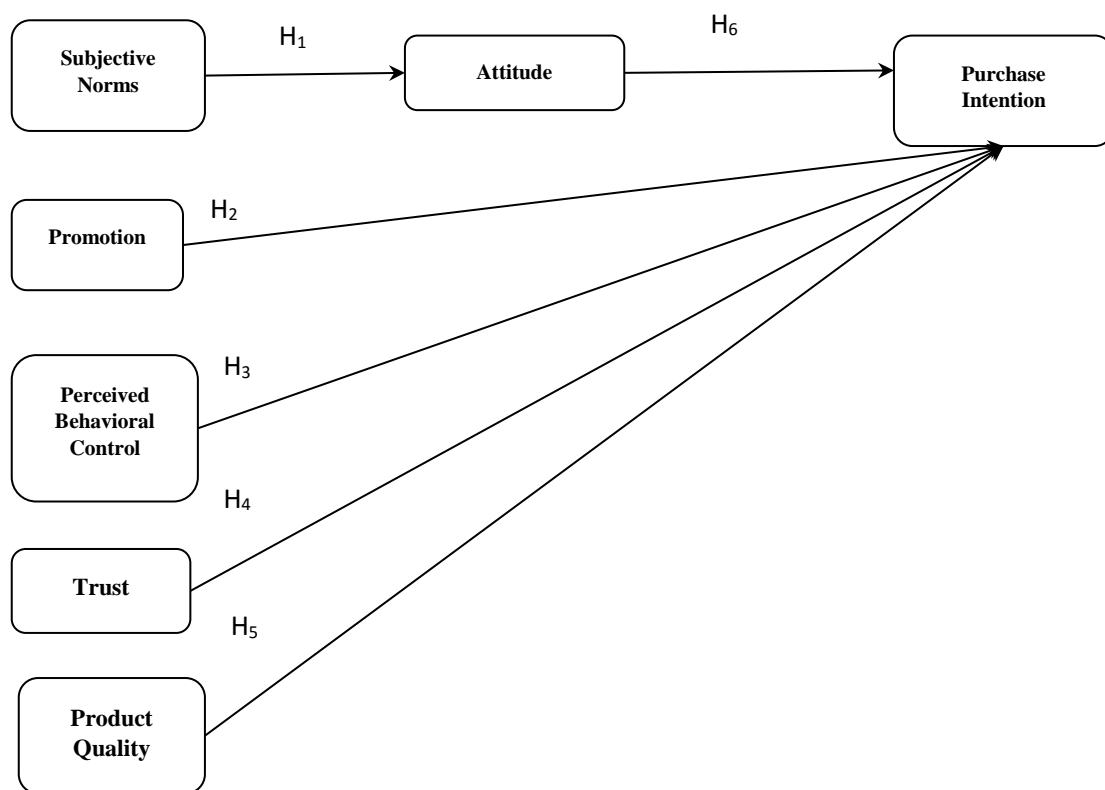


Figure 1. Research Model

According to the study model demonstrated above, the researcher has put out the following hypothesis development:

H₁: Subjective Norms significantly and positively affect attitudes.

H₂: Promotional activities significantly and positively affect Purchase Intention.

H₃: Perceived behavioral control significantly affects purchase intentions.

H₄: Trust significantly and positively affects Purchase Intention.

H₅: Product quality significantly and positively affects purchasing.

Purpose

H₆: Attitude mediates a significant positive relationship between subjective norms and purchase intentions.

3. Research Method

3.1 Research topic

This study focuses on analyzing the effects of green products on cosmetic products in Batam City. The specified sample comprised individuals in Batam, both male and female, who possessed knowledge about eco-friendly cosmetic products such as The Body Shop, Npure, Sensatia Botanical, and Avoskin. This study employed a purposive sampling technique that involved selecting data sources based on specific parameters. A set of online questionnaires was distributed to a preset group of respondents, and the sample size for this study was calculated according to specific criteria (Rahmawati & Hadian, 2022). The minimum sample size utilized a 1:10 ratio, indicating that each variable question could represent ten respondents. The research questionnaire comprised of seven variables, each containing 32 questions. Hence, the minimum sample size required was 320 respondents, which was calculated by multiplying 32 by 10. The data were analyzed using the partial least squares (PLS) approach and SmartPLS 3.0. PLS was employed to investigate the causal relationship in multiple regressions when the independent variable directly or indirectly affected the dependent variable.

3.2 Functional definition of variables

The variables under examination were independent and dependent variables. Purchase intention was the dependent variable in this study. The independent variables were subjective norms, advertising, perceived control behavior, trust, and product quality. Every variable in this study was assessed using parameters graded on a 5-point Likert scale.

Table 1. Measurement

Characteristics	Code	Indicator	Reference
Purchase Intention	PI ₁	I may consider buying green cosmetic products if they are expensive.	(Moslehpour et al., 2020)
	PI ₂	I will buy cosmetic products green cosmetic products without hesitation.	
	PI ₃	I only buy green cosmetic products.	
Subjective Norms	SN ₁	Most of my family expects me to buy green cosmetic products.	(Hair et al., 2019)
	SN ₂	My friends believe that buying green cosmetic products is inappropriate.	
	SN ₃	People around me look down on me when I buy green cosmetic products.	
	SN ₄	
Promotion	P ₁	Green cosmetic products organises workshops inviting Beauty Vloggers to promote their products.	(Hair et al., 2019)
	P ₁	Green cosmetic products organises workshops inviting Beauty Vloggers to promote their products.	
	P ₁	Green cosmetic products organises workshops inviting Beauty Vloggers to promote their products.	
	P ₁	Green cosmetic products often sponsor certain events.	
	P ₁	Green cosmetic products often promote their products on social media.	
Perceived Behavioral Control	PBC ₁	Green cosmetic products are readily available at Batam's beauty salons.	(Hair et al., 2019)
	PBC ₂	It is straightforward to buy green cosmetic products at Batam's beauty salons.	
	PBC ₃	Purchasing green cosmetic products in the beauty industry is entirely under my control.	
	PBC ₄	I know where to buy green cosmetic products.	
Trust	T ₁	I believe that green cosmetic products can satisfy my expectations.	(Aziz, Husin, Hussin, & Afaq, 2019)
	T ₂	I believe that green cosmetic products can be trusted.	
	T ₃	I believe that green cosmetic products prioritise the needs of consumers.	
	T ₄	I believe that green cosmetic products are reliable.	
	T ₅	I believe that green cosmetic products are written exactly as they are.	
	T ₆	I believe that people with relevant experience write green cosmetic products.	
Product Quality	PQ ₁	The quality of green products in this cosmetic is guaranteed.	(Hair et al., 2019)
	PQ ₂	I use green cosmetic products because of their quality.	
	PQ ₃	Green cosmetic products are offered in good condition.	
	PQ ₄	Green cosmetic products offered are well-made.	

Attitude	A1	Generally, buying green cosmetic products is a good choice.	(Hair et al., 2019)
	A2	I prefer to buy green cosmetic products.	
	A3	Buying green cosmetic products generally benefits consumers.	
	A4	There is nothing wrong with buying green cosmetic products.	
	A5	In terms of the price, I prefer green cosmetic products.	

4. Results and discussion

4.1 Descriptive statistics

The study utilized primary data from online questionnaires (Google Forms) targeting consumers of eco-friendly cosmetic products in Batam City since February 2023. The dataset for analysis comprised 322 respondent questionnaires that satisfied all the requirements specified in the questionnaire. This dataset represents the population surveyed using green products for beauty care in Batam City. Data were generated for the analysis.

Table 2. Data on Number of Respondents

Information	Number of Respondents
Questionnaire distributed	322
Questionnaires that are not suitable for processing	0
Processed questionnaire	322
Total Questionnaire	322

Source: Primary data processed in 2023

The data that were distributed and examined comprised of 322 surveys. The gender table indicated that 26.7% of the individuals were male and 73.3% were female. The majority of the participants (73.3%) were female.

Table 3. Descriptive

Characteristics	Criteria	Total	Percentage
Gender	Male	86	26,70%
	Female	236	73,30%
Age	18-25 year	145	45%
	26-35 year	124	38,50%
	36-45 year	46	14,30%
	>45 year	7	2,20%
Education	Elementary School	0	0%
	Junior High School	2	0,60%
	Senior High School	89	27,60%
	Associate Degree	195	60,60%
	PhD	6	1,90%
	Master	30	9,30%
Occupation	Private Employees	197	61,20%
	0,60%	37	11,50%
	27,60%	54	16,80%
	60,60%	18	5,60%
	1,90%	15	4,70%

	9,30%	1	0,30%
Monthly Income	IDR 4 – 6 Million	223	69,30%
	IDR 6,1 – 8 Million	73	22,70%
	>IDR 8 Million	26	8,10%

Two gender groups participated in this study based on the respondents' characteristics. The female respondents constituted the majority; on the other hand, a minority consisted of males. Responses were categorized into four age groups, with the highest number falling into the 18-25 years old, 26-35 years old, 36-45 years old, and 45+ age groups. The respondents exhibited diverse educational backgrounds, with the majority possessing a bachelor's degree, followed by high school/equivalent, and master's degree qualifications. Most respondents worked in the private sector, with self-employed individuals being the largest group. The following were freelancers and a miscellaneous category called "other." Most respondents had a monthly salary within an IDR of 4 million to 6 million, with a minority of responders receiving higher incomes.

Table 4. Have you ever wore green cosmetic products?

Product	Total	Percentage
Yes	317	98,4 %
No	5	1,6 %
Total	322	100%

Source: Primary data processed in 2023

4.2 Model evaluation results

4.2.1 Test the external model

According to Imam Ghozali and Latan (2015), the external model test is used to estimate and demonstrate the strength of the association between each indicator and latent variable. This evaluation comprised two criteria: validity and reliability.

4.2.2 Validity test results

Data validation confirmed that all the indicators satisfied the criteria for the correlation value and were accepted. I. Ghozali (2021) states that the average variance extracted (AVE) is an additional measure to assess convergent validity. The AVE value tested exceeded 0.50. Consequently, the latent variables accounted for almost 50% of the variation. For convergent validity to be deemed satisfactory, this condition must be satisfied.

Table 5. Validity Test Results

Indicator	Outer Loadin	AVE	Information
<i>Subjective Norm 1</i>	0,784	0,784	Valid
<i>Subjective Norm 2</i>	0,742		
<i>Subjective Norm 3</i>	0,785		
<i>Promotion 1</i>	0,723	0,726	Valid
<i>Promotion 2</i>	0,849		
<i>Promotion 3</i>	0,764		
<i>Promotion 4</i>	0,895		
<i>Promotion 5</i>	0,717		
<i>Perceived Behavioral Control 1</i>	0,791	0,874	Valid
<i>Perceived Behavioral Control</i>	0,781		

<i>Perceived Behavioral Control</i>	0,749		
<i>Perceived Behavioral Control</i>	0,863		
<i>Trust</i>	0,731		
<i>Trust</i>	0,709		
<i>Trust</i>	0,748		
<i>Trust</i>	0,716	0,807	Valid
<i>Trust</i>	0,771		
<i>Trust</i>	0,772		
<i>Trust</i>	0,817		
<i>Product Quality</i>	0,767		
<i>Product Quality</i>	0,783	0,798	Valid
<i>Product Quality</i>	0,842		
<i>Product Quality</i>	0,727		
<i>Attitude</i>	0,729		
<i>Attitude</i>	0,731		
<i>Attitude</i>	0,703	0,829	Valid
<i>Attitude</i>	0,718		
<i>Attitude</i>	0,724		
<i>Purchase Intention 1</i>	0,870		
<i>Purchase Intention 1</i>	0,734	0,741	Valid
<i>Purchase Intention 2</i>	0,784		

Source: Primary data processed in 2023

4.3 Reliability test results

I. Ghozali (2021) defines *reliability testing* as evaluating the consistency and stability of measurements. This evaluation was conducted using two methods: Cronbach's alpha, and composite reliability. A Cronbach's alpha score exceeding 0.60 suggests a high level of consistency among all the statements in the questionnaire model. The data in Table 5 demonstrate that the output of all the variables surpasses the threshold of 0.60, indicating their reliability. *Composite reliability* is a method used to assess the degree of consistency between the values of the indicators and the variable being assessed. This technique was employed to assess the coherence of the indicator values while measuring the variables. First, according to I. Ghozali (2021), this approach is deemed appropriate if the resulting value exceeds 0.60.

Table 6. Reliability Test Results

Variable	Cronbach's Alpha	Composite Reliability	Information
<i>Subjective Norm</i>	0,717	0,784	Reliable
<i>Promotion</i>	0,792	0,726	Reliable
<i>Perceived Behavioral Control</i>	0,816	0,874	Reliable
<i>Trust</i>	0,798	0,807	Reliable
<i>Product Quality</i>	0,763	0,798	Reliable
<i>Attitude</i>	0,744	0,829	Reliable
<i>Purchase Intention</i>	0,778	0,741	Reliable

Source: Primary data processed in 2023

4.4 Discriminant validity test results

Discriminant validity pertains to the principle that distinct indicators do not exhibit significant associations. An approach to assessing discriminant validity involves examining cross-loading values. The cross-loading value indicates the correlation between indicators. Cross-loading necessitates that the indicators exhibit a minimum convergence value of 0.70 on their respective variables (I. Ghazali, 2021). Table 7 shows that all indicators exhibit convergence for each variable, with a value exceeding 0.70.

Table 7. Cross Loading Results

	ATT	PBC	PQ	P	PI	SN	T
X ₁₁	0,753	0,719	0,726	0,732	0,740	0,784	0,711
X ₁₂	0,701	0,760	0,706	0,723	0,840	0,742	0,783
X ₁₃	0,760	0,722	0,732	0,752	0,725	0,785	0,830
X ₁₄	0,794	0,781	0,754	0,748	0,802	0,828	0,778
X ₂₁	0,716	0,795	0,702	0,723	0,741	0,746	0,785
X ₂₂	0,709	0,747	0,846	0,749	0,863	0,719	0,759
X ₂₃	0,851	0,821	0,737	0,764	0,716	0,726	0,827
X ₂₄	0,856	0,732	0,766	0,795	0,862	0,786	0,834
X ₂₅	0,787	0,700	0,768	0,717	0,887	0,768	0,800
X ₃₁	0,722	0,791	0,724	0,773	0,755	0,735	0,713
X ₃₂	0,827	0,781	0,000	0,732	0,781	0,738	0,741
X ₃₃	0,806	0,749	0,734	0,784	0,762	0,755	0,762
X ₃₄	0,821	0,863	0,800	0,713	0,716	0,808	0,724
X ₄₁	0,703	0,702	0,717	0,817	0,776	0,727	0,731
X ₄₂	0,735	0,818	0,733	0,833	0,718	0,785	0,709
X ₄₃	0,702	0,746	0,731	0,862	0,779	0,783	0,848
X ₄₄	0,725	0,898	0,750	0,832	0,771	0,732	0,816
X ₄₅	0,726	0,750	0,714	0,891	0,740	0,770	0,871
X ₄₆	0,847	0,843	0,730	0,849	0,843	0,720	0,872
X ₄₇	0,867	0,766	0,741	0,763	0,824	0,772	0,817
X ₅₁	0,785	0,842	0,767	0,837	0,760	0,712	0,855
X ₅₂	0,732	0,866	0,783	0,704	0,726	0,722	0,798
X ₅₃	0,764	0,806	0,742	0,770	0,707	0,737	0,755
X ₅₄	0,700	0,710	0,727	0,784	0,729	0,802	0,769
X ₆₁	0,729	0,742	0,775	0,703	0,836	0,703	0,736
X ₆₂	0,731	0,745	0,757	0,750	0,714	0,851	0,768
X ₆₃	0,703	0,732	0,709	0,707	0,741	0,899	0,713
X ₆₄	0,718	0,722	0,735	0,714	0,717	0,728	0,821
X ₆₅	0,724	0,730	0,786	0,879	0,703	0,742	0,850
Y ₁	0,753	0,859	0,749	0,892	0,770	0,709	0,817
Y ₂	0,716	0,807	0,780	0,879	0,734	0,733	0,879
Y ₃	0,799	0,861	0,775	0,827	0,784	0,704	0,828

Source: Primary data processed in 2023

4.5 Test the Effectiveness of the Fit Model

4.5.1 R Square Test

The R-squared Test aims to quantify the extent to which independent variables affect the regional variance in the data. The data presented in Table 8 indicate that the R-squared value for the attitude variable was 0.710, which is equivalent to 71%. The subjective norm variable accounted for 71% of the

variation in attitude variables; on the other hand, other variables could explain the remaining 29%. The R-squared test findings indicated that the purchase intention variable had a strength of 0.824, corresponding to 82.4%, specifically for promotions. The factors of perceived behavioral control, trust, and product quality accounted for 82.4% of the variation in the purchase intention variable; on the other hand, the remaining 17.6% was attributed to other variables. As stated by Hair et al. (2019), prediction outcomes can be categorized as “strong” if the R-squared value of the output is >0.75.

Table 8. R Square Test Results

Variable	R ²	Percentage
<i>Attitude</i>	0,710	71%
<i>Purchase Intention</i>	0,824	82,40%

4.5.2 Quality Index Test

The goodness-of-fit model test, also known as the GoF index test, aids researchers in assessing the adequacy of the model, encompassing both measurement and structural models. As shown in Table 9, the results of the GoF test indicate an output value of 0.709. Consequently, the significance of the GoF surpasses 0.36, categorizing the model employed in this work as a large-scale model (I. Ghazali, 2021).

Table 9. Effectiveness of Fit Test Results

Communality	R Square	GOF	Information
0,736	0,767	0,381	Strong

Source: Primary data processed in 2023

4.5.3 Test Inner Model

Structural studies involve evaluating an internal model to assess the robustness of the association between latent variables. The primary objective was to evaluate the direct and indirect effects on the research design, as stated in Section I (I. Ghazali, 2021).

4.5.4 Path coefficient test results

The path coefficient test aims to demonstrate the significance level of the direct effect between the latent constructs. When conducting this test, the assertion is deemed significant if the resultant t-statistic result is greater than 1.96 and the P value is less than 0.05 (I. Ghazali, 2021).

Table 10. Path Coefficient Test Results

Track	T-Statistic	P-Value	Conclusion
Direct			
<i>Subjective Norm -> Attitude</i>	1,486	0,650	H ₁ : Rejected
<i>Promotion -> Purchase Intention</i>	5,363	0,004	H ₂ : Accepted
<i>Perceived Behavioral Control -> Purchase Intention</i>	4,673	0,005	H ₃ : Accepted
<i>Trust -> Purchase Intention</i>	0,454	0,650	H ₄ : Rejected
<i>Product Quality -> Purchase Intention</i>	4,064	0,000	H ₅ : Accepted

Source: Primary data processed in 2023

H₁: Subjective Norms significantly and positively affect attitudes.

According to the test results presented in Table 10, the Subjective Norm variable in Batam City does not exhibit a statistically significant positive effect on the attitude variable. Consequently, the initial hypothesis (H₁) is rejected.

H₂: Promotion significantly and positively affects Purchase Intention.

The data presented in Table 10 indicate that the promotion variable had a statistically significant and positive effect on the Purchase Intention variable in Batam City. Thus, the second hypothesis (H₂) is accepted. The findings of this study align with the research conducted by Astuti et al. (2021); Cahyono (2021) and Ulabor and Bosede (2019).

H₃: Perceived behavioral control significantly and positively affects purchase intention.

The data presented in Table 10 demonstrate that the perceived behavioral control variable has a statistically significant effect on the Purchase Intention variable within the Batam City community. Thus, the third hypothesis (H₃) is accepted. The findings of this study align with the research conducted by Delany and Sitio (2022); Siaputra and Isaac (2020)

H₄: Trust significantly and positively affects Purchase Intention.

The data presented in Table 10 indicate that the trust variable did not have a statistically significant positive effect on the Purchase Intention variable within the Batam City population. Consequently, the fourth hypothesis (H₄) is rejected.

H₅: Product quality significantly and positively affects purchase intention.

The data presented in Table 10 demonstrate a statistically significant relationship between the Product Quality variable and Purchase Intention variable among individuals residing in Batam City. Thus, the acceptance of the fifth hypothesis (H₅) is accepted. The findings of this investigation are consistent with those of previous studies.

4.5.5 Indirect Effect Test Results

The indirect effect test aims to demonstrate the significance level of the effect of the mediating variables within a model. The findings of this test were deemed significant if the T-statistic value exceeded 1.96, and the P-value obtained was less than 0.05, which is in accordance with I. Ghazali (2021).

Table 11. Indirect Effect Test Results

Track	T-	P-	Conclusion
Indirect	Statistic	Value	
<i>Subjective Norm → Attitude → Purchase Intention</i>	1,370	0,171	H ₆ : Rejected

H₆: Attitude mediates a significant positive relationship between Subjective Norms and purchase intention of people in Batam City.

The test results presented in Table 11 indicate that the attitude variable serves as a mediator in a statistically insignificant relationship between the Subjective Norm and Purchase Intention variables for individuals residing in Batam City. The T-statistic value was 1.370 and the P-value was 0.171. Consequently, the sixth hypothesis (H₆) was invalidated.

5. Conclusion

By thoroughly examining the research entitled “Factors Affecting Consumers’ Intention to Purchase Green Cosmetic Products in Batam City”, some critical inquiries of this study can be addressed. The study’s findings demonstrated a significant positive effect on purchase intention in Batam City due to the interplay between attitude, perceived behavioral control, advertising, product quality, and subjective norms. However, trust did not affect the purchasing behavior of eco-friendly beauty products in Batam City.

5.1 Limitation

The scope of this study was restricted to Batam City; hence, the findings may need to be more generalizable to other areas. Questionnaires were employed exclusively to gather data, perhaps leading

to responder bias. Owing to its cross-sectional nature, this study could not elucidate temporal variations. A longitudinal study offers a more profound understanding of fluctuations in consumer intention over time. Future studies are anticipated to yield more precise outcomes and uncover novel discoveries.

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