

THE INFLUENCE OF GREEN AWARENESS, GREEN PACKAGING, AND GREEN TRUST ON GREEN PURCHASE INTENTION TOWARD THE BODY SHOP: A STUDY ON GENERATION Z IN WEST JAKARTA

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Abstract – *The purpose of this research is to find out how green awareness, green packaging, and green trust affect the green purchasing intentions of millennials and Gen Zers in West Jakarta when it comes to items from The Body Shop. More and more people are concerned about the environment, which has led to companies adopting sustainable practices. Nevertheless, there is still a big gap between what people know and what they do when they shop. A total of one hundred participants were surveyed as part of this study's quantitative technique, which relies on purposive sampling. To examine the data, PLS-SEM, or Partial Least Squares Structural Equation Modeling, was employed. The results show that green awareness, green packaging, and green trust have a substantial impact on green purchase intention. Regardless of the other variables, green packaging has the most impact, suggesting that environmental physical characteristics are more important than trust-based and cognitive ones. These results highlight the importance of open sustainability efforts in influencing the eco conscious purchasing habits of Generation Z.*

Keywords: *green awareness; green packaging; green trust; green purchase intention; the body shop*

INTRODUCTION

Environmental issues such as pollution, climate change, and the exhaustion of natural resources have increasingly become significant global concerns that affect consumer behavior. Customers are urged to adopt more sustainable purchase habits, such as favoring ecologically friendly goods, as these environmental issues become more apparent. Younger generations in Indonesia, particularly Generation Z, tend to promote the use of green goods in their everyday life and exhibit a comparatively high level of environmental consciousness. (Oprilyani et al., 2025). Beyond product quality, this generation also evaluates the environmental impact of products before making purchasing decisions (DBS Indonesia, 2024).

A large section of Indonesia's population belongs to Generation Z, which has a significant impact on consumer trends. If one believes GoodStats (2023), There are about 75 million people in Generation Z, making up about 27.94% of the overall population. Businesses see them as a crucial target market due to their large demographic. As a digitally connected and socially aware generation, they are generally more critical in evaluating products, considering not only functional value but also the ethical and environmental practices adopted by companies (W. Wibowo & Ayuningtyas, 2024).

Numerous studies show that customers who care about the environment are more likely to have a green purchase intention, or the desire to buy sustainable items. The willingness of customers to purchase goods that reduce environmental harm is reflected in this idea. Customers' inclinations to buy green products have been proven to be favorably influenced by green awareness and brand understanding (Oprilyani et al., 2025). High green awareness does not, however, always translate into real purchase behavior. This problem, which is sometimes referred to as the intention behavior gap, occurs when customers show concern about environmental issues but are unable to convert those worries into judgments about what to buy (Hudayah et al., 2023).

Several empirical investigations indicate conflicting or non significant results, Although several previous studies have demonstrated positive correlations between environmental attributes and the inclination to purchase green products. For example, research undertaken by (Joshi & Rahman, 2015) indicates that environmental concern does not always lead to actual purchase intention, highlighting inconsistencies in consumer behavior. Similarly, a study by Paul et al. (2016) shows that environmental elements' impact on consumers' propensity to buy could differ according to how those factors are perceived and the specific circumstances in which they occur. Since there is no

consistently stable link between green awareness, green packaging, and green trust related to green purchasing intention, the inconsistent findings highlight an empirical study gap that needs to be addressed. Taking these differences into account, it is critical to investigate the critical elements that could impact customers' intentions to participate in environmentally conscious purchasing in certain contexts.

Green trust, defined as consumers' belief that a product genuinely fulfills its environmental assertions, is a primary factor influencing the formation of green purchasing intention. Consumer confidence in green marketing promises may be weakened by a lack of openness in environmental facts. (Eco-Business, 2024). Previous research shows that sustainable consumption behavior among Indonesian consumers, particularly Generation Z and millennials, is strongly influenced by consumer trust in environmentally friendly products (Agustina et al., 2024).

Besides trust, green packaging is another significant aspect affecting ecologically conscious purchase behavior. Eco friendly packaging, Companies who want to show they care about the environment are realizing the need to adopt recyclable or biodegradable materials. Especially among eco-conscious consumers, this packaging may boost a company's image as a leader in sustainability and increase demand for its products. (Kurniawan et al., 2024; Wahyuningsih et al., 2022)

The importance of green packaging is also closely related to environmental problems caused by plastic waste. Global plastic production has increased significantly over the past decades, contributing to serious environmental pollution. In Indonesia, waste production remains high, with millions of tons of plastic waste generated each year, including packaging from cosmetic and personal care products (Databoks, 2025). The beauty industry itself contributes significantly to this issue due to the large number of plastic packaging units produced annually (Defitri, 2022).

Several businesses have implemented sustainability focused tactics in response to these environmental issues. Through the use of natural products, cruelty free procedures, and ecologically conscious projects, the firm has prioritized sustainability from its founding. Enrich Our People, Enrich Our Products, and Enrich Our Planet are The Body Shop's corporate values that incorporate sustainability concepts. (Farahrozi & Verinita, 2020). Nevertheless, the brand's market share in Indonesia has dropped from 44.4% in 2021 to 38.4% in 2024, despite its robust sustainability posture (Top Brand Award, 2024). This decrease implies that customers' high levels of environmental consciousness do not always result in more eco friendly product purchases.

It is crucial to investigate what motivates members of Generation Z to make environmentally conscious purchases in light of these circumstances. In particular, this study looks at how green awareness, green packaging, and green trust influence the intention to buy of The Body Shop goods among Generation Z consumers in West Jakarta.

LITERATURE REVIEW

Theory of Planned Behavior (TPB) and SOR Framework

Three main factors impact an individual's intention to behave, according to Icek Ajzen's (1991) Theory of Planned Behavior (TPB): attitude toward the action, subjective norms, and perceived behavioral control. Among the factors that influence environmentally conscious purchasing decisions, one's attitude is thought to be the most important predictor of intention (Paul et al., 2016).

Attitude, a component of TPB, is directly related to the independent variables in this research. Customers' thoughts of the impact of acquiring eco friendly products are shaped by their cognitive evaluation of environmental issues, as evidenced by their green awareness. Green packaging is a physical environmental feature that strengthens customers' evaluative judgment by reinforcing favorable impressions of sustainable products. Green trust, on the other hand, represents customers' confidence in the veracity of a brand's environmental statements and so captures the emotive dimension of attitude.

Therefore, green awareness, green packaging, and green trust all work together to create a favorable attitude toward making ecologically friendly purchases, which eventually results in a higher intention to make green purchases. Although this study does not specifically address subjective standards or perceived behavioral control, prior research indicates that the attitudinal component alone can fully explain green purchasing intention in some consumer scenarios (Joshi & Rahman, 2015).

However, this study also takes into account the Stimulus Organism Response (SOR) paradigm as a supplementary way to offer a more thorough theoretical viewpoint. According to this theory, consumers' internal psychological states are influenced by external stimuli (S), include green packaging

and awareness. Green trust functions as the organism (O), signifying consumers' internal assessment and emotional reaction to environmental assertions. Ultimately, green purchase intention is defined as the reaction (R), representing the result of these cognitive and emotive processes.

This dual theoretical framework enhances the study's conceptual basis by elucidating both the formation of attitudes (by TPB) and the impact of external environmental stimuli on internal psychological mechanisms and behavioral reactions (via SOR)

Green Awareness

The term "green awareness" describes how much consumers know, care about, and understand about environmental concerns and how their purchasing choices affect the environment. Strong environmental consciousness makes consumers more inclined to support ecologically conscious companies and to take the environment into account when making product selections. (Alamsyah & Muhammed, 2021).

According to Raihan & Ramli (2024), A brand's efforts to reduce adverse environmental effects across its manufacturing and distribution operations are linked to green awareness. Elevated environmental awareness among customers increases the probability of favorable perceptions towards eco friendly products and increases their propensity to purchase them.

Green Packaging

Green packaging is defined as packaging that minimizes its environmental impact throughout the course of its life cycle in accordance with environmental sustainability standards. Typically, recyclable, reusable, or biodegradable materials are used in such packaging to reduce pollution in the environment. (Majeed et al., 2024).

In addition to preserving goods, green packaging is a marketing tactic that shows a business's dedication to sustainability. According to (Wahyuningsih et al., 2022), green packaging may improve a business's reputation for environmental responsibility and boost customers' favorable opinions of the product. Additionally, Mulyono & Sulistyowati (2024) explain that eco friendly packaging can attract environmentally conscious consumers by combining sustainability with creative product design.

According to Fayad & Hairudinor (2024), green packaging can be measured through several indicators related to the environmental characteristics of product packaging. These indicators include packaging that can be processed again through recycling processes, packaging that is designed to be reused by consumers or producers, the use of materials derived from previously recycled resources, and packaging that does not contain substances that may harm the environment or human health.

Green Trust

According to Lee (2020), Customers' readiness to depend on a product or brand based on its perceived environmental performance and trustworthiness is known as "green trust.". Similarly, Afendi (2019) outlines how people develop green trust when they think a company regularly engages in eco friendly activities instead of just making advertising promises. Customers are more inclined to have positive perceptions and exhibit increased intent to purchase eco-friendly products when they trust a company's dedication to environmental sustainability

A number of metrics pertaining to customers' faith in a brand's environmental responsibilities may be used to gauge green trust. Guerreiro & Pacheco (2021) Green trust is often measured by how consumers perceive a brand's reliability in environmental commitment, how confident they are in the brand's ecological performance, how credible they find the brand's environmental claims to be, how well the brand's environmental initiatives meet consumer expectations, and how well the brand follows through on its environmental protection promises.

Green Purchase Intention

The readiness or propensity of customers to buy environmentally friendly items is referred to as "green purchasing intention." Customers' knowledge of environmental concerns and preference for goods that reduce ecological impact are reflected in this goal. (Veronica & Lady, 2023).

HYPOTHESIS

- a) The influence of Green Awareness on Green Purchase Intention

"Green awareness" refers to how much people care about environmental concerns and how much they want to buy things that are good for the environment. Higher environmental awareness has been linked to increased inclinations to buy green items, according to previous research. Research conducted by Meilisa (2020) Proven that being environmentally conscious influences consumers to make more eco friendly purchases. Consumers who are more concerned about environmental sustainability are more likely to buy things that are good for the environment, according to research by Raihan & Ramli (2024).

H1: Green awareness has a positive and significant influence on green purchase intention.

b) The influence of Green Packaging on Green Purchase Intention

Green packaging, denoting the utilization of environmentally sustainable materials with less ecological impact, is regarded as an essential element of green marketing tactics. Environmentally concerned customers are more inclined to prioritize product packaging. Kusumawati & Tiarawati (2022) People who care about the environment are more inclined to buy things that come in eco friendly containers. Additional evidence from empirical investigations supports this association. Alfarisi et al. (2024) Researchers found that eco friendly packaging greatly increases customers' willingness to buy sustainable items. And according to Sholihah & Harsoyo (2023), consumers are more inclined to purchase products if they perceive the packaging as being environmentally conscious.

H2: Green packaging has a positive and significant influence on green purchase intention.

c) The influence of Green Trust on Green Purchase Intention

"Green trust" refers to the extent of customer confidence in a brand's environmental commitments and attention to sustainable practices. The amount of trust strongly influences customers' perceptions and propensity to purchase green products. A. Wibowo et al. (2022) identified a favorable relationship between green trust and green purchase intention. On a similar note, Setyabudi & Adialita (2020) demonstrated that when customers have faith in a company's commitment to the environment, they are more likely to buy the company's products. According to Wasaya et al. (2021), consumers are more likely to buy from a brand they believe in when they have faith in the company's commitment to the environment.

H3: Green trust has a positive and significant influence on green purchase intention.

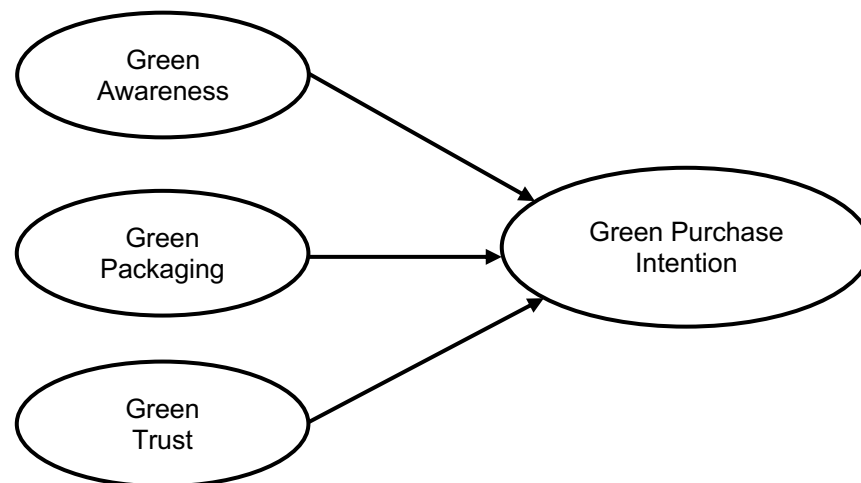


Figure 1. Research Framework

Source: Researcher, 2025

METHODS

Method

This study used a quantitative approach by surveying consumers to look for connections between green awareness, green packaging, green trust, and green purchase intention. To enhance the

theoretical foundations of the variables, the study approach commenced with the identification of the research phenomenon and gap, succeeded by the formulation of the problem and a comprehensive literature review. The suggested hypotheses were then tested using research tools, data gathering techniques, and statistical analysis techniques. The research was carried out between July 2025 and December 2025.

Population and Sample

The study's demographics comprised individuals born between 1997 and 2008 who resided in West Jakarta and were acquainted with The Body Shop products. Participants were chosen using particular criteria related to the study's aims in a non-probability selection process known as a purposive sampling. This criterion includes those who are aware of or have thought about purchasing environmentally friendly goods, especially those made by The Body Shop. The minimum sample size was determined using the criteria of Hair et al. (2021), which states that there must be at least five responders per indicator in Structural Equation Modeling (SEM). There needed to be at least one hundred participants for this study because it included twenty indicators. In addition, the study's total sample size of 100 respondents was determined to be sufficient through statistical power analysis conducted with G*Power (version 3.1.9.7). This was due to the fact that the minimum required sample size was 88 respondents.

Data Collection and Analysis

The participants' primary data was collected directly for this study using a structured online survey. We obtained data from people who were competent to make sure it was accurate and consistent. To evaluate each quality, we used an ordinal scale based on a five point Likert scale, where 1 indicates a strong disagreement and 5 a strong agreement. (Creswell John & David, 2023). Y represents the intention to buy environmentally friendly products, whereas X1, X2, and X3 are the independent variables. The reliability and validity of the instrument were ensured by modifying the measurement markers from previously validated research (Neuman, 2021). Statistical methods, namely Partial Least Squares (PLS), were used to analyze the data, assess the measurement and structural models, and find out how the variables relate to the study hypotheses.

RESULTS and DISCUSSION

Results
Characteristics Respondent

Table 1. Characteristics Respondent

Respondent Identify	Category	Number of People	Percentage (%)
Gender	Male	38	38%
	Female	62	62%
Age	17-20	14	14%
	21-24	62	62%
	25-28	24	24%
Job	Student	54	54%
	Employee	28	28%
	Entrepreneur	8	8%
	Others	10	10%
Income	< Rp3.000.000	35	35%
	Rp3.000.001 - Rp10.000.000	43	43%
	Rp10.000.001 - Rp15.000.000	17	17%
	> Rp15.000.001	5	5%

Source: Data processed, 2025

Based on the respondents' characteristics, 38% are male and 62% are female. A majority of respondents (62%) were aged 21 to 24, followed by those aged 25 to 28 (24%) and 17 to 20 (14%), showing a predominance of young adults. Students constitute the largest proportion of the workforce at 54%, followed by employees at 28%, entrepreneurs at 8%, and other occupations at 10%. Respondents

with incomes ranging from 3,001,001 to 10,001,001 Rp. make up the majority (43%), followed by those with incomes below 3,001,001 Rp. (35%), 10,000,001 to 15,001,001 Rp. (17%), and 1,5,000,000 or more Rp. People from the middle class, who are mostly young and female, and who are students, tend to dominate the answers.

Outer Model

In order to assess the validity and reliability of the constructs in this study, the measuring model employed the Partial Least Squares (PLS) approach. According to the data, all of the indicators had outside loading values greater than 0.70, which means they accurately represent their respective variables. According to Ghazali & Kusumadew (2023), robust convergent validity is shown by a loading value of 0.70. In addition, the validity at the construct level is supported by the Average variation Extracted (AVE), which, with values over 0.50, indicates that the construct can explain for the majority of the variance of its indicators. In addition, Cronbach's Alpha and Composite dependability were employed to assess dependability, with minimum acceptable thresholds set at 0.70 and 0.60, respectively Ghazali & Kusumadewi (2023) The findings demonstrate that every variable satisfies these requirements, demonstrating the validity and consistency of the measuring tool utilized in this investigation.

Table 2. Convergent Validity and Reliability

Variable	Indicator	Outer Loading	AVE	Cronbach's Alpha	Composite Reliability
Green Awareness	X1.1	0,812	0,757	0,953	0,937
	X1.2	0,863			
	X1.3	0,873			
	X1.4	0,897			
	X1.5	0,886			
	X1.6	0,885			
Green Packaging	X2.1	0,814	0,729	0,876	0,882
	X2.2	0,872			
	X2.3	0,873			
	X2.4	0,853			
Green Trust	X3.1	0,873	0,751	0,917	0,920
	X3.2	0,864			
	X3.3	0,853			
	X3.4	0,856			
	X3.5	0,886			
Green Purchase Intention	Y1.1	0,853	0,726	0,905	0,906
	Y1.2	0,826			
	Y1.3	0,845			
	Y1.4	0,872			
	Y1.5	0,862			

Source: Data processed, 2025

The results shown in Table 2 show that all constructs have been determined to meet the requirements for convergent validity and reliability. The outer loading values of all the indicators are greater than 0.70, indicating a strong association between them and their corresponding latent variables. Furthermore, all variables have Average Variance Extracted (AVE) values greater than 0.50, indicating that each construct accounts for the variance in its indicators.

According to the reliability test findings, all variables have strong internal consistency, with Cronbach's Alpha and Composite Reliability values surpassing 0.70. Further structural model analysis and hypothesis testing can proceed with confidence in the results, which validate and assure the dependability of the measurement model used in this study.

Table 3. Discriminant Validity (Fornell Larcker)

Green Awareness	Green Packaging	Green Trust	Green Purchase
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				<i>Intention</i>
Green Awareness	0.870			
Green Packaging	0.574	0.854		
Green Trust	0.743	0.716	0.866	
Green Purchase Intention	0.729	0.537	0.727	0.852

Source: Data processed, 2025

The results shown in Table 3 indicate that the constructs' discriminant validity was demonstrated using the Fornell Larcker criterion. The correlation values with other constructions are greater than the square root of the AVE values for each building, as seen on the diagonal. Green purchasing intention (0.852), green trust (0.866), green packaging (0.854), and green awareness (0.870) all outperform their corresponding inter construct correlations.

These findings show that each model component is unique and provides better explanations for its own indicators when compared to the others. This study's variables all pass the discriminant validity test, therefore we can go on to structural analysis using the measurement model.

Table 4. Heterotrait Monotrait Ratio (HTMT)

	Green Awareness	Green Packaging	Green Trust	Green Purchase Intention
Green Awareness				
Green Packaging	0.632			
Green Trust	0.806	0.798		
Green Purchase Intention	0.785	0.590	0.795	

Source: Data processed, 2025

To determine discriminant validity, this study used the Heterotrait Monotrait Ratio (HTMT) method. According to the stated criteria, in order to establish that the constructs are entirely separate, HTMT scores should be less than 0.90 (Hair et al., 2021).

It is possible to infer that the study's constructs have sufficient discriminant validity because all of the HTMT scores in Table 4 are below the 0.90 criterion. That there being no overlap between the concepts represented by the research model's variables is evidence of this.

Inner Model

Table 5. R Square, F Square and Q Square

Test	Variable/Relationship	Value
R-Square	Green Purchase Intention	0,717
Adjusted R²	Green Purchase Intention	0,708
F-Square	Green Awareness → Green Purchase Intention	0,142
	Green Packaging → Green Purchase Intention	0,323
	Green Trust → Green Purchase Intention	0,141
Q²	Green Purchase Intention	0,689

Source: Data processed, 2025

As shown in Table 5, the structural model was evaluated with the help of R-square, F-square, and Q-square values. According to an R-squared value of 0.717 and a modified R² of 0.708, a total of 71.7% of the variation in green purchase intention can be explained by green awareness, green packaging, and green trust. The remaining 28.3% were impacted by other factors that were not included in this study. The success of the model in explaining the dependent variable is shown by this result.

The different f-square (f²) values indicate that the independent variables have different degrees of influence on the size of the effect. With a score of 0.323, green packaging has a little impact on consumers' inclination to buy environmentally friendly products. Scores of 0.141 for "green trust" and 0.142 for "green awareness" are in the middle to small range. According to these results, green packaging has a greater influence on green purchase intention than other variables.

Furthermore, the model's Q^3 score of 0.689, which is non zero, indicates that it has substantial predictive significance. It is believed that this is sufficient evidence to warrant further hypothesis testing, since it implies that the model can accurately predict the likelihood of green purchase intention.

Table 6. SRMR and NFI

Model Fit	Value
SRMR	0.052
NFI	0.851

The evaluation of the model fit is shown in Table 6, which shows that the NFI is 0.851 and the SRMR is 0.052. If the SRMR score is less than 0.08, it means that the estimated model is reasonably close to the observed data, which means that it accurately describes the data.

An appropriate level of model fit is indicated by the NFI score of 0.851, which is close to the ideal value of 1. The results show that the suggested model fits the data well enough. Given that the study model satisfies the necessary model fit requirements, it may be concluded that it is suitable for further inquiry.

Hypothesis Testing

The f-square (f^2) value is used to quantify the contribution of each exogenous latent variable to the R-square of the endogenous variable, as stated by Joseph F. Hair Jr. et al. (2021) and Jacob Cohen (1988). There are three levels of effect sizes: mild ($f^2 > 0.02$), medium ($f^2 \geq 0.15$), and large ($f^2 \geq 0.35$). The model's ability to estimate the observed values of endogenous latent variables is termed predictive relevance in PLS-SEM. The Q-square (Q^2) value from the blindfolding process, which predicts missing data using the estimated model, is frequently used to evaluate this. According to Joseph F. Hair Jr. et al. (2021), a Q^2 value less than or equal to zero implies low predictive power, but a value greater than zero shows strong predictive significance. The model exhibits sufficient explanatory and predictive power overall.

Table 7. Hypothesis Testing Results

	Original Sample	Standard Deviation	T Statistics	P Values	Statement
Green Awareness > Green Purchase Intention	0.309	0.103	2.991	0.003	Significant Positive Impact
Green Packaging > Green Purchase Intention	0.378	0.074	5.113	0.000	Significant Positive Impact
Green Trust > Green Purchase Intention	0.299	0.095	3.159	0.002	Significant Positive Impact

Source: Data processed, 2025

Table 7 displays the outcomes of the bootstrapping hypothesis testing procedure. The significance of the link between variables is assessed using T-statistics and P-values. A significant effect is indicated by a T-statistic above 1.96 and a P-value below 0.05.

Having a green awareness has a positive and large effect on green purchase intention, according to the results ($T = 2.991$; $P = 0.003$). Among the factors, green packaging has the greatest influence and shows a positive and statistically significant effect ($T = 5.113$; $p = 0.000$). Green trust also had a positive and statistically significant effect on green purchase intention ($T = 3.159$; $P = 0.002$).

Green awareness, green packaging, and green trust have a significant impact on green purchase intention, according to these data, which supports all assumptions.

Discussions

The Influence of Green Awareness on Green Purchase Intention

The results of the hypothesis testing show that green purchasing intention is significantly impacted by green awareness. The path coefficient is 0.309, the t-statistic is 2.991 (more than 1.96), and the p-

value is 0.003 (less than 0.05). According to the findings, consumers' inclination to buy environmentally friendly items rises in tandem with their level of environmental literacy. Sustainability principles are frequently considered by Generation Z customers while making purchases. Customers are more likely to buy from The Body Shop because they believe the company does a good job of communicating environmental problems. Consistent with earlier research by Raihan & Ramli (2024), this finding emphasizes the role of green awareness in influencing green purchase intention. Thus, being green awareness has a positive and substantial impact on the green purchase intention.

The Influence of Green Packaging on Green Purchase Intention

With a p-value of 0.000 (below 0.05), a t-statistic of 5.113 (exceeding 1.96), and a path coefficient of 0.378, the study shows that green packaging strongly impacts green purchase intention. This indicates that environmentally sustainable packaging substantially influences consumer decisions. Refill systems, recyclable materials, and less plastic packaging enhance the attractiveness of products for environmentally conscious consumers. Moreover, the packaging embodies environmental values for Generation Z. This outcome substantiates the conclusions of Wahyuningsih et al. (2022) and Kurniawan et al. (2024) who identified that sustainable packaging increases purchase intention and improves brand image.

Green packaging stands up as the most significant variable in this analysis, surpassing both green awareness and green trust. This suggests that perceptual trust and cognitive comprehension are less influential on consumer decision making than physical contextual factors. When assessing sustainability claims, members of Generation Z typically look for features that are easy to see and touch. As a result, buying products in environmentally friendly packaging is a better way to see how seriously a business takes environmental sustainability. Based on these findings, it seems that concrete green marketing tactics have a better chance of influencing consumers' decisions to buy than more abstract ones. Using sustainable packaging greatly increases the likelihood that consumers will make environmentally conscious purchases.

The Influence of Green Trust on Green Purchase Intention

With a p-value of 0.002 (below 0.05), a t-statistic of 3.159 (exceeding 1.96), and a path coefficient of 0.299, the results show that green trust strongly impacts green purchase intention. This suggests that when customers have faith in a brand's commitment to the environment, they are more likely to buy its products. Customers are more likely to buy items with eco friendly claims, such as being cruelty free or supplied ethically, if they perceive these claims to be true. Consistent with other studies, our finding highlights the significance of trust in environmentally friendly advertising campaigns (Meilisa, 2020; Rusin et al., 2019). Without significant trust, customers could be hesitant to carry out their purchase intentions. That is why green trust has a positive and substantial effect on green purchase intention.

CONCLUSIONS AND SUGGESTIONS

Conclusions

Generation Z customers in West Jakarta and their willingness to buy sustainably from The Body Shop are influenced by green awareness, green packaging, and green trust, according to the study's assumptions.

There is a strong positive link between green awareness and green purchasing intention, suggesting that customers with more environmental understanding are more likely to buy eco friendly items.

Green packaging provides a favorable and substantial impact, making it the second most important element influencing green purchase intention. This study shows that trust and cognitive understanding are less influential on consumer decisions than tangible environmental aspects such as refill systems and recyclable packaging. It shows that visible environmental activities have a greater effect on consumers of Generation Z.

Third, consumers' belief in environmental claims is still an important component in determining their purchasing choices, as green trust has a positive and substantial effect on green purchase intention. While environmental knowledge and trust are important, our findings demonstrate that generation Z consumers are more influenced by concrete environmental signals when deciding to buy environmentally friendly products.

Limitations

Keep in mind the numerous caveats of this study when you assess the findings. In the first place, the results might not be generalizable because the sample size is so small (100 respondents). After that, because the study is limited to West Jakarta, it could not accurately reflect consumer behavior in other areas. Third, the results may not be as applicable to other businesses or sectors because this study only looks at The Body Shop. Fourth, changes in consumer behavior over time are not captured by using a cross sectional study approach.

Furthermore, by evaluating purchase intention rather than actual purchasing behavior, this study depends on self reported data, which may introduce bias and does not accurately reflect actual customer actions. Additionally, despite efforts to prevent bias in the sampling process, the sample criteria may have certain limitations. Respondents were chosen in previous phases based on how familiar they were with eco friendly items, which would suggest a greater degree of environmental consciousness. The green awareness construct may be overestimated as a result of this situation, and its association with green purchasing intention may be inflated. Because of this selection tendency, the results relating to green awareness should be evaluated cautiously.

Finally, because respondents' attributes could not accurately reflect a range of consumer viewpoints, sampling bias could still be present.

Suggestions

Based on the findings of this study, several recommendations can be proposed. From a practical perspective, The Body Shop is encouraged to strengthen its focus on tangible sustainability strategies, particularly by enhancing environmentally friendly packaging innovations such as refill systems and recyclable materials, as these have been shown to have the strongest influence on purchase intention.

In addition, the company should continue to increase environmental awareness among Generation Z consumers through engaging digital campaigns and improve transparency in sustainability practices to strengthen consumer trust.

From a theoretical perspective, future research is encouraged to expand the research model by incorporating additional variables such as perceived value, environmental concern, or green brand credibility. Further studies should also examine actual purchasing behavior rather than relying solely on purchase intention to provide deeper insights. Expanding the scope to different regions, brand, industries, and generational groups may also improve the generalizability of findings.

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