

Effect Of Environmental Concern, Attitude, Subjective Norms, Perceived Behavioral Control And Availability On Purchase Of Green Skincare Products With Intention To Purchase As A Mediation Variable

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Abstract

The purpose of this study was to examine the effect of environmental concern, attitude, subjective norms, perceived behavioral control and availability on the purchase of green skincare products in Jakarta with intention to purchase as a mediating variable. Data analysis used Partial Least Squares-Structural Equation Modeling (PLS-SEM). This study used a purposive sampling method by distributing online questionnaires via google form to 180 respondents. The results showed that environmental concern, attitude and perceived behavioral control had a positive and significant effect on the intention to purchase green skincare products, while subjective norms and availability did not significantly affect the intention to purchase green skincare products. Intention to purchase green skincare products has a positive and significant influence on the purchase of green skincare products. Intention to purchase green skincare products can mediate the effect of environmental concern and attitude towards purchasing of green skincare products.

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INTRODUCTION

The beauty industry is one of the largest industries in the world which has a wide variety of products such as cleaning products, toners, serums, moisturizers and many more. This industry aggressively continues to launch a variety of superior beauty products and continues to be refined. The beauty industry is growing rapidly, where skincare products dominate the market and are becoming quite popular today.

Behind the glitter of the beauty industry, it is undeniable that there is a dark side that not everyone knows about. This industry is the largest contributor of plastic waste which causes environmental damage. The use of microplastics found in skincare products such as scrubs, soaps or face washes becomes waste that can pollute the environment because it is difficult to decompose. In addition, the packaging of skin care products that are used daily are mostly made of plastic materials

that are difficult to decompose, are not environmentally friendly and tend not to be recycled. Based on Zero Waste Week data, the beauty industry contributes 120 billion million packaging units annually, equivalent to the loss of 18 million hectares of forest every year (Kompas, 2021).

The emergence of a glowing skin trend in the midst of the Covid-19 pandemic has made skincare products in Indonesia more popular and sought after; this has made the number of skincare users increase. With the increasing use of skincare in Indonesia, it is also in line with the increase in plastic waste which eventually ends up as waste and pollutes the environment. P2OLUPI (Oceanographic Research Center of the Indonesian Institute of Knowledge) predicts that the amount of plastic waste in Indonesia will exceed the amount of fish caught in the sea by 2050 (Warstek, 2019).

Departing from these problems, the idea of sustainable beauty emerged which could be a solution to improve this condition. Sustainable beauty itself means the activity of using make-up or skincare that has a safe impact on living things and the environment (Hipwee, 2021). One way to do this is to buy environmentally friendly products, such as green skincare products. Buying green skincare products is considered better than buying conventional skincare products. Many young female consumers are interested in buying skincare products made from natural ingredients or commonly called green skincare products, because they want to protect their skin and avoid bad effects on the environment. There are several factors that can influence a person's intention to purchase green skincare products and purchase of green skincare products, including environmental concern, attitude, subjective norms, perceived behavioral control and availability (Al Mamun et al., 2020).

LITERATURE REVIEW

Green Purchase Behavior

According to Mainieri et al. (1997) green purchase behavior is defined as "purchasing and consuming products that are benign toward the environment." From this statement, it can be seen that green purchase behavior is buying and consuming products that are friendly to the environment. Jaiswal & Kant (2018), green purchase behavior is defined as "the purchase of environmentally friendly products or sustainable products those are 'recyclable and 'beneficial' to the environment and avoiding such products which harm the environment and society." From this statement, it can be seen that green purchase behavior is the purchase of environmentally friendly products that can be recycled and benefit the environment and avoid products that are harmful to the environment and society. Then according to Siddique et al. (2021) "Green purchase behavior means the purchase of products that have minimum harm to the environment." From this statement, it can be interpreted that green purchase behavior is the purchase of products that have minimal damage to the environment.

Green Purchase Intention

According to Joshi & Rahman (2015), "Green purchase intention refers to consumers' willingness to purchase green products." From this statement, it is known that green purchase intention is the

willingness of consumers to buy environmentally friendly products. Purchase intention is considered an important predictor to influence a person's purchase behavior (Chaudhary & Bisai, 2018). When someone wants to buy something, there will be a purchase intention, which then encourages them to make an actual purchase. Furthermore, purchase intentions can turn into green purchase behavior when they believe that efforts to use environmentally friendly products such as green skincare products will have a positive effect (Lasuin & Ching, 2014). Based on previous research, there is a positive and significant effect of green purchase intention on green purchase behavior (Nguyen et al., 2016; Al Mamun et al., 2020; Zheng et al., 2021). Then the intention to purchase can also mediate the influence of environmental concern and attitude on green purchase behavior (Saleki et al., 2019; Al Mamun et al., 2020).

Environmental Concern

Over the last few decades, environmental concern has become an issue that has received a lot of attention and has attracted public attention (Delafrouz et al., 2014). According to Lee (2008), "environmental concern refers to the degree of emotional involvement in environmental issues." From this statement, it can be seen that environmental concern is defined as the level of emotional involvement in environmental issues. Environmental concern is an important factor that predicts the purchase of green skincare products (Al Mamun et al., 2020). Someone with high environmental concern tends to buy products that are safe for the environment to show their concern. Based on previous research, there is a positive and significant effect of environmental concern on purchase intention of green products (Maichum et al., 2016), purchase intention of green products (Paul et al., 2016), intention to purchase organic food (Saleki et al., 2019).

Attitude

According to Ajzen (1991) attitude is defined as "the degree to which a person has a favorable or unfavorable evaluation or appraisal of the behavior in question." From this statement, it can be seen that attitude refers to the extent to which a person has an evaluation or judgment that is a good or bad assessment of a behavior. Attitude represents what individuals like and don't like about the intention to buy products or services (Al Mamun et al., 2020). Attitude is the best predictor that can predict a person's purchase intention to buy environmentally friendly products (Singhal & Malik, 2021). By buying green skincare products, a person can show that they have a positive attitude to support the idea of sustainable beauty and contribute to reducing environmental pollution. Previous research has shown that attitude has a positive and significant influence on the intention to purchase green skincare products (Hsu et al., 2017; Chin et al., 2018; Boon et al., 2020).

Subjective Norms

Subjective norms refer to the opinions of others who have a major influence on one's decision making (Al Mamun et al., 2020). According to Chin et al. (2018) "The subjective norm is the perceived

social pressure to perform or not perform a behavior.” Which means that subjective norms are the social pressure that a person feels to perform or not to perform a behavior. Consumers have greater purchase intentions when they believe that people who are considered important think green skincare products are good (Boon et al., 2020). There is a positive and significant effect of subjective norms on the purchase intention of green products (Hsu et al., 2017; Chin et al., 2018), the purchase intention of green products (Yadav & Pathak, 2017).

Perceived Behavioral Control

According to Ghazali et al. (2017), "Perceived behavioral control refers to the possession of resources, abilities and opportunities that a person believes he or she has in order to perform a particular behavior." So that perceived behavioral control is defined as the resources, abilities and opportunities that a person believes to have to perform certain behaviors. Someone believes that they have the ability to act to decide on certain behaviors, this is known as perceived behavioral control (Al Mamun et al., 2018). When individuals believe that they have more resources and opportunities, their perceived behavioral control will be stronger, and their green purchase intention will also be greater (Sun & Wang, 2020), one of which is when buying green skincare products. Previous research stated that perceived behavioral control has a positive and significant influence on intention to purchase (Kim & Chung, 2011; Paul et al., 2016; Chaudhary & Bisai, 2018).

Availability

According to Kaufmann et al. (2012), "Availability refers to the level of ease or difficulty to obtain or consume a specific product." From this statement, it can be seen that availability is the level of ease or difficulty in obtaining or consuming a certain product. Before deciding to buy green skincare products, someone will generally do a search first. The ease of finding green skincare products is important, if the product is widely available, it will offer convenience for consumers to make purchases. Usually someone is more confident in using environmentally friendly products, such as green skincare products because of their wide availability (Al Mamun et al., 2020). Availability has a positive and significant effect on intention to purchase which can be seen in previous studies (Yadav et al., 2017; Yean et al., 2019; Al Mamun et al., 2020).

Due to the wide scope of the research, the limitations in this study are the variables used, namely environmental concern, attitude, subjective norms, perceived behavioral control, availability, intention to purchase green skincare products and purchase of green skincare products. The purpose of this study was to examine the effect of environmental concern, attitude, subjective norms, perceived behavioral control and availability on the intention to purchase green skincare products, the effect of intention to purchase green skincare products on the purchase of green skincare products, as well as the influence of environmental concern and attitude towards purchase. of green skincare products mediated by the

intention to purchase green skincare products. Based on the explanation above, the research model is as follows as Figure 1

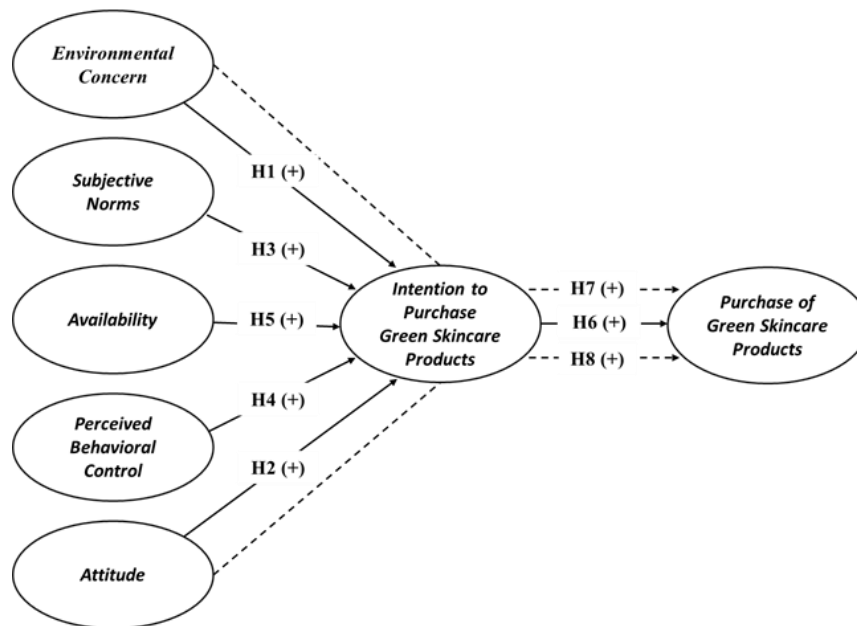


Figure 1. Research Model

Based on the research model above, the hypotheses in this study are as follows:

- H₁: Environmental concern has a positive and significant influence on the intention to purchase green skincare products in Jakarta.
- H₂: Attitude has a positive and significant influence on the intention to purchase green skincare products in Jakarta.
- H₃: Subjective norms have a positive and significant influence on the intention to purchase green skincare products in Jakarta.
- H₄: Perceived behavioral control has a positive and significant influence on the intention to purchase green skincare products in Jakarta.
- H₅: Availability has a positive and significant influence on the intention to purchase green skincare products in Jakarta.
- H₆: Intention to purchase green skincare products has a positive and significant impact on purchases of green skincare products in Jakarta.
- H₇: Environmental concern has a positive and significant influence on the purchase of green skincare products which is mediated by the intention to purchase green skincare products.
- H₈: Attitude has a positive and significant influence on the purchase of green skincare products which is mediated by the intention to purchase green skincare products.

METHOD

Research Design

This study uses a descriptive research design. According to (Malhotra, 2015), descriptive research is to describe the characteristics of a symptom or event. This study uses a cross-sectional approach, because it involves collecting information only once from each sample of population elements.

Research Population and Sample

The population in this study were all users of green skincare products in Jakarta. The sample collection technique used in this study is purposive sampling, where sampling is limited to certain types of people who meet predetermined criteria (Sekaran & Bougie, 2016). According to Sekaran & Bougie (2016) the sample size ranges from 30 to 500. The size of the sample taken in this study was 180 respondents.

Data Collection Method

Collecting data in this study using a questionnaire made with google forms. The distribution of the questionnaire was carried out online through social media such as WhatsApp, LINE and Instagram to prospective respondents who use green skincare products in Jakarta.

Data Analysis Method

This research uses partial least square structural equation modeling (PLS-SEM) analysis technique. There are two components in PLS-SEM, namely the inner model, which shows the relationship between latent variables and the outer model, as a measurement model (Hair et al., 2011).

RESULTS AND DISCUSSION

Testing Outer Model

1. Convergent Validity

Convergent validity testing can be considered valid if the AVE (average variance extracted) value has a value greater than 0.50 and the loading factor value is more than 0.50 (Hair et al., 2019). Hair et al. (2019) also states that the standard value of the loading factor should be 0.50 or greater, but ideally it is 0.70 or greater than 0.70.

Table 1. Average Variance Extracted (AVE)

Variable	Average Variance Extracted (AVE)
Environmental Concern	0,514
Attitude	0,552
Subjective Norms	0,556
Perceived Behavioral Control	0,540
Availability	0,582
Intention to Purchase Green Skincare Products	0,591
Purchase of Green Skincare Products	0,540

In table 1 above, it can be seen that the results of the analysis of the Average Variance Extracted (AVE) value of each variable has a value of more than 0.5, which means that the AVE value is declared valid and meets the criteria of convergent validity.

Table 2. Loading Factor

Variabel	Indikator	Loading Factor
Environmental Concern	EC1	0,769
	EC2	0,806
	EC3	0,650
	EC4	0,778
	EC5	0,715
Attitude	AT1	0,805
	AT2	0,665
	AT3	0,676
	AT4	0,694
	AT5	0,736
Subjective Norms	SN1	0,690
	SN2	0,734
	SN3	0,769
	SN4	0,824
	SN5	0,642
Perceived Behavioral Control	PBC1	0,741
	PBC2	0,768
	PBC3	0,754
	PBC4	0,773

	PBC5	0,777
Availability	AV1	0,796
	AV2	0,770
	AV3	0,631
	AV4	0,703
	AV5	0,800
Intention to Purchase Green Skincare Products	INT1	0,797
	INT2	0,705
	INT3	0,645
	INT4	0,731
	INT5	0,786
Purchase of Green Skincare Products	PUR1	0,825
	PUR2	0,755
	PUR3	0,710
	PUR4	0,773
	PUR5	0,777

In table 2 above, it shows that the results of the loading factor analysis that measure the construct of each variable indicator are declared valid, because they have exceeded the standard value of the loading factor that should have been greater than 0.5 (Hair et al, 2019). So the variables used in this study have met the requirements of convergent validity based on loading factor analysis.

2. Discriminant Validity

Discriminant validity testing can be done by looking at the value of cross-loadings. The value of cross-loadings on each indicator must be greater than the value of cross-loadings of other indicators (Hair et al., 2014).

Table 3. Cross Loadings

	EC	AT	SN	PBC	AV	INT	PUR
EC1	0,769	0,508	0,452	0,524	0,422	0,605	0,439
EC2	0,806	0,642	0,417	0,576	0,497	0,601	0,517
EC3	0,650	0,576	0,299	0,480	0,434	0,490	0,456
EC4	0,778	0,624	0,460	0,628	0,521	0,537	0,616
EC5	0,715	0,493	0,470	0,577	0,466	0,493	0,631
AT1	0,614	0,805	0,394	0,593	0,429	0,624	0,468
AT2	0,638	0,665	0,486	0,603	0,447	0,548	0,648
AT3	0,544	0,676	0,546	0,553	0,443	0,579	0,630
AT4	0,447	0,694	0,294	0,566	0,387	0,551	0,441
AT5	0,488	0,736	0,407	0,524	0,430	0,594	0,456

SN1	0,373	0,367	0,690	0,363	0,410	0,319	0,497
SN2	0,316	0,423	0,734	0,388	0,522	0,380	0,451
SN3	0,457	0,427	0,769	0,406	0,448	0,433	0,577
SN4	0,412	0,472	0,824	0,404	0,498	0,518	0,551
SN5	0,486	0,463	0,642	0,539	0,424	0,485	0,406
PBC1	0,546	0,509	0,481	0,741	0,557	0,522	0,583
PBC2	0,580	0,652	0,419	0,768	0,525	0,618	0,533
PBC3	0,532	0,617	0,370	0,754	0,466	0,574	0,512
PBC4	0,601	0,598	0,494	0,773	0,591	0,598	0,568
PBC5	0,584	0,630	0,449	0,777	0,571	0,631	0,620
AV1	0,534	0,536	0,546	0,589	0,796	0,522	0,649
AV2	0,608	0,486	0,589	0,606	0,770	0,560	0,628
AV3	0,255	0,373	0,329	0,437	0,631	0,323	0,398
AV4	0,418	0,420	0,320	0,508	0,703	0,420	0,362
AV5	0,427	0,374	0,480	0,472	0,800	0,465	0,458
INT1	0,632	0,648	0,464	0,626	0,486	0,797	0,527
INT2	0,455	0,557	0,369	0,534	0,432	0,705	0,533
INT3	0,485	0,520	0,532	0,485	0,560	0,645	0,626
INT4	0,606	0,573	0,424	0,598	0,349	0,731	0,541
INT5	0,513	0,666	0,393	0,596	0,481	0,786	0,525
PUR1	0,537	0,529	0,582	0,581	0,641	0,559	0,825
PUR2	0,458	0,523	0,581	0,567	0,583	0,509	0,755
PUR3	0,652	0,626	0,481	0,604	0,461	0,677	0,710
PUR4	0,528	0,533	0,506	0,540	0,490	0,599	0,773
PUR5	0,498	0,588	0,444	0,523	0,479	0,490	0,777

Based on the table above, the value of cross-loadings on indicators in each variable has a greater value than the value of cross-loadings on other variables. So that all indicator variables in this study can be declared valid and have met the criteria of discriminant validity.

3. Reliability

Reliability testing uses a composite reliability approach and Cronbach's alpha. Variables are declared reliable if the value of composite reliability and Cronbach's alpha is greater than 0.70 (Hair et al., 2019).

Table 4. Cronbach's Alpha and Composite Reliability

Variable	Cronbach's Alpha	Composite Reliability
Environmental Concern	0,798	0,861
Attitude	0,761	0,840
Subjective Norms	0,786	0,853
Perceived Behavioral Control	0,820	0,874
Availability	0,798	0,859
Intention to Purchase Green Skincare Products	0,785	0,854
Purchase of Green Skincare Products	0,827	0,878

Table 4 above, shows that the results of the analysis on Cronbach's alpha and composite reliability have met the requirements, because the value of each variable exceeds 0.70 (>0.70). This proves that all variables used in this study are reliable.

Inner Model Testing

1. R-square Score (R^2)

R- R-square explains the effect of exogenous variables on endogenous variables. The value of the determinant coefficient (R^2) is divided into three, namely 0.75 (strong), 0.50 (moderate) and 0.25 (weak), the greater the R^2 value, the better the model used (Hair et al., 2019).

Table 5. R-square (R^2)

Variable	R-square	Description
Intention to Purchase Green Skincare Products	0,724	Medium
Purchase of Green Skincare Products	0,563	Medium

Table 5 above shows that the r-square value of intention to purchase green skincare products is 0.724, so it can be said to have a moderate effect. It can be interpreted that 72.4% of the variables of intention to purchase green skincare products can be explained by environmental concerns, attitudes, subjective norms, perceived behavioral control and availability variables, and the rest can be explained by other variables not examined in this study. then the value of r-square purchase of green skincare products is 0.563, it can be said to have a moderate effect. It can be interpreted that 56.3% of the variable purchase of green skincare products can be explained by the variable intention to purchase green skincare products, and the rest can be explained by other variables not examined in this study.

2. F-square Score (F^2)

Effect size (F^2) is used to determine the effect of exogenous variables on endogenous variables. Effect size is divided into three categories, namely 0.02 (small), 0.15 (medium) and 0.35 (large) (Hair et al., 2014).

Table 6. F-square (F^2)

Variable	<i>Intention to Purchase Green Skincare Products</i>	<i>Purchase of Green Skincare Products</i>
<i>Environmental Concern</i>	0,030	
<i>Attitude</i>	0,186	
<i>Subjective Norms</i>	0,014	
<i>Perceived Behavioral Control</i>	0,053	
<i>Availability</i>	0,007	
<i>Intention to Purchase Green Skincare Products</i>		1,289

In the table above, it can be seen that environmental concerns, subjective norms, perceived behavioral control and availability have a small effect on the intention to purchase green skincare products. Meanwhile, attitude has a moderate effect on the intention to purchase green skincare products. Then, the intention to purchase green skincare products has a big effect on the purchase of green skincare products.

3. Q-square Score (Q^2)

Predictive relevance (Q^2) serves to measure how well the observation value and the estimation of variable parameters are. The value of Q^2 can be said to be good if it has a value greater than 0 (>0) (Hair et al., 2019), this indicates that the exogenous variable has predictive relevance to the endogenous variable.

Table 7. Q-square (Q^2)

Variable	<i>Predictive Relevance (Q^2)</i>
<i>Intention to Purchase Green Skincare Products</i>	0,377
<i>Purchase of Green Skincare Products</i>	0,311

The table above shows that the intention to purchase green skincare products and purchase of green skincare products has a Q^2 value greater than 0 (>0), namely 0.377 and 0.311. Therefore, this research model is said to be relevant because it has a value greater than zero ($Q^2 > 0$).

4. Hypothesis Testing Results

Hypothesis analysis consists of path coefficients and significance (p-value). Hypotheses H1 to H8 can be supported if the path coefficients have values ranging from -1 to +1. The p-value is declared significant if the value is less than 0.05 (Hair et al. 2019).

Table 8. Hypothesis Testing Results

Hipotesis	Variab	le Path Coefficients	p- value	Hypothesis Testing Result
H1	<i>Environmental Concern → Intention to Purchase Green Skincare Products</i>	0,153	0,039	Supported
H2	<i>Attitude → Intention to Purchase Green Skincare Products</i>	0,418	0,000	Supported
H3	<i>Subjective Norms → Intention to Purchase Green Skincare Products</i>	0,086	0,166	Not Supported
H4	<i>Perceived Behavioral Control → Intention to Purchase Green Skincare Products</i>	0,233	0,018	Supported
H5	<i>Availability → Intention to Purchase Green Skincare Products</i>	0,067	0,440	Not Supported
H6	<i>Intention to Purchase Green Skincare Products → Purchase of Green Skincare Products</i>	0,750	0,000	Supported
H7	<i>Environmental Concern → Intention to Purchase Green Skincare Products → Purchase of Green Skincare Products</i>	0,115	0,040	Supported
H8	<i>Attitude → Intention to Purchase Green Skincare Products → Purchase of Green Skincare Products</i>	0,313	0,000	Supported

Discussion

Based on the results of the first hypothesis test, it can be seen that H1 is supported, indicating that environmental concern has a positive and significant influence on the intention to purchase green skincare products in Jakarta. This is in line with previous research (Maichum et al., 2016; Paul et al., 2016; Saleki et al., 2019) which states that environmental concern has a positive and significant influence on purchase intention. Great individual concern for the environment will increase the intention

to buy green skincare products. Someone with high environmental awareness tends to have the desire to buy products that are safe for the environment to show their contribution.

Furthermore, the results of testing the second hypothesis show that attitude has a positive and significant influence on the intention to purchase green skincare products in Jakarta, it can be concluded that H2 is supported. This is in line with previous research (Hsu et al., 2017; Chin et al., 2018; Boon et al., 2020) which stated that there was a positive and significant influence between attitude and purchase intention. In this case, one will feel that using eco-friendly skincare products is a good thing. A positive view of environmentally friendly products can form a positive attitude and encourage their purchase intention of green skincare products.

The results of testing the third hypothesis show that H3 is not supported, subjective norms are not able to influence the intention to purchase green skincare products in Jakarta. This is not in line with previous research (Hsu et al., 2017; Yadav & Pathak, 2017; Chin et al., 2018) which stated that subjective norms can have a positive and significant influence on purchase intention. The social pressure felt by a person in the form of encouragement from those closest to him to use environmentally friendly skincare products and the influence of social media may not necessarily encourage a person's purchase intention of green skincare products. When someone is convinced to become green users, it must come from their own beliefs, not because of the influence or encouragement of others.

The results of testing the fourth hypothesis, perceived behavioral control has a positive and significant influence on the intention to purchase green skincare products in Jakarta, so H4 is supported. This is in line with previous research (Kim & Chung, 2011; Paul et al., 2016; Chaudhary & Bisai, 2018) which states that perceived behavioral control has a positive and significant influence on purchase intention. Perceived behavioral control can encourage someone's intention to buy green skincare products when they feel they have the opportunity, ability and sufficient resources such as time and money.

The results of testing the fifth hypothesis which show availability is not able to have an effect on the intention to purchase green skincare products in Jakarta. This is not in line with previous research (Yadav et al., 2017; Yean et al., 2019; Al Mamun et al., 2020) which stated that availability had a positive and significant effect on purchase intention. Thus, it can be concluded that the availability of environmentally friendly skincare products may not necessarily encourage a person's purchase intention. Although environmentally friendly skincare products are widely available both in offline and online stores (marketplaces) with all the conveniences provided, but if the person feels they don't need them or the available products do not meet their expectations, then the desire to buy environmentally friendly skincare products is also not will appear.

Then the results of testing the sixth hypothesis show that H6 is supported, the intention to purchase green skincare products has a positive and significant influence on the purchase of green skincare products in Jakarta. This is in line with previous research (Nguyen et al., 2016; Al Mamun et al., 2020; Zheng et al., 2021) which states that intention to purchase has a positive and significant effect on green

purchase behavior. A large intention to purchase green skincare products will encourage someone to make purchases of green skincare products. Purchase intentions can turn into green purchase behavior when they believe that efforts to use environmentally friendly products such as green skincare products will have a positive effect (Lasuin & Ching, 2014).

Then, for the results of testing the seventh hypothesis, it can be seen that H7 is supported, indicating that environmental concern has a positive and significant influence on the purchase of green skincare products which is mediated by the intention to purchase green skincare products. This is in line with previous research (Saleki et al., 2019; Al Mamun et al., 2020) which states that intention to purchase can mediate the effect of environmental concern on green purchase behavior. The type of mediation analysis in the seventh hypothesis is full mediation. Great environmental concern can increase purchase intention and encourage someone to make actual purchases of green skincare products.

Then, for the results of testing the seventh hypothesis, it can be seen that H7 is supported, indicating that environmental concern has a positive and significant influence on the purchase of green skincare products which is mediated by the intention to purchase green skincare products. This is in line with previous research (Saleki et al., 2019; Al Mamun et al., 2020) which states that intention to purchase can mediate the effect of environmental concern on green purchase behavior. The type of mediation analysis in the seventh hypothesis is full mediation. Great environmental concern can increase purchase intention and encourage someone to make actual purchases of green skincare products.

CONCLUSION

Based on the results of the research that has been done and the discussion that has been explained, the conclusions of this study are as follows:

1. Environmental concern has a positive and significant influence on the intention to purchase green skincare products in Jakarta. This means, someone with high environmental awareness tends to have a greater desire to buy green skincare products, this is done to show their contribution in preserving the environment.
2. Attitude has a positive and significant influence on the intention to purchase green skincare products in Jakarta. This means, someone who has a positive view of environmentally friendly products can form a positive attitude as well, this attitude is what drives someone's purchase intention of green skincare products.
3. Subjective norms do not significantly influence the intention to purchase green skincare products in Jakarta. This means, the encouragement from the closest people to use environmentally friendly products and the influence of social media may not necessarily encourage someone's purchase intention of green skincare products. When someone is convinced to become green users, it must come from their own beliefs, not because of the influence or encouragement of others.
4. Perceived behavioral control has a positive and significant influence on the intention to purchase green skincare products in Jakarta. This means, when someone has the opportunity and sufficient

ability such as time and money, this is what drives the intention to buy someone's green skincare products.

5. Availability does not significantly affect the intention to purchase green skincare products in Jakarta. This means, even though environmentally friendly skincare products are widely available both in offline and online stores (marketplaces) with all the conveniences provided, but if the person feels they don't need them, then the desire to buy green skincare products will also not appear.
6. Intention to purchase green skincare products has a positive and significant impact on purchases of green skincare products in Jakarta. This means, someone with a high purchase intention will encourage them to buy environmentally friendly skincare products because they feel that using environmentally friendly products will have a positive effect on the environment.
7. Environmental concern has a positive and significant influence on the purchase of green skincare products which is mediated by the intention to purchase green skincare products. This means a great environmental concern can increase purchase intention and make someone confident to buy green skincare products.
8. Attitude has a positive and significant influence on the purchase of green skincare products which is mediated by the intention to purchase green skincare products. This means that a person's positive attitude towards environmentally friendly skincare products can increase their purchase intention and then encourage them to buy green skincare products.

Therefore, the researcher suggests that beauty companies should produce more environmentally friendly skincare products, offer appropriate prices, promote green skincare products more vigorously and campaign for environmentally friendly movements to the public. So that more consumers are interested in using green skincare products.

And, for future research, it is recommended to add and use other variables not examined in this study, so that the research can develop and have more benefits in the future. And it is also recommended to expand the scope of research not only in Jakarta, but perhaps to other big cities in Indonesia. Because in this study the number of samples was only 180 respondents, it is recommended for further research to increase the number of samples even more so that the research carried out can resemble the actual conditions and provide maximum results.

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