

# The Effect Green Product of Skincare Avoskin on Green Purchase Intention: Mediation Moderation Model

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## ABSTRACT

**Aims:** This study aims to analyze the influence of green customer value on green purchase intention, mediated by green psychological benefits and moderated by green marketing, among Avoskin skincare users in Malang City. The research seeks to provide deeper insights into the factors driving consumer intentions to purchase eco-friendly products, particularly in the rapidly growing local beauty industry.

**Study design:** A quantitative explanatory research approach was employed to examine the relationships between the variables.

**Place and Duration of Study:** The study was conducted in Malang City from May to July 2024, focusing on 240 respondents selected through purposive sampling.

**Methodology:** Data were collected using a Likert-scale questionnaire and analyzed using Warp PLS v8.0. The analysis included the assessment of convergent and discriminant validity, reliability, and hypothesis testing.

**Results:** The results of this study show that Green Customer Value and Green Psychological Benefits have a significant influence on Green Purchase Intention among Avoskin skincare consumers in Malang City. Green Psychological Benefits effectively mediate the relationship between Green Customer Value and Green Purchase Intention. However, Green Marketing does not significantly moderate the relationship between Green Customer Value and Green Purchase Intention. Green Customer Value emerges as the most dominant variable influencing green purchase intention compared to other variables.

**Conclusion:** The study concludes that Green Customer Value and Green Psychological Benefits significantly influence Green Purchase Intention among Avoskin skincare consumers in Malang City. Green Psychological Benefits serve as a crucial mediator, enhancing the impact of Green Customer Value on Green Purchase Intention. While Green Marketing does not significantly moderate this relationship, the findings underscore the importance of perceived green value and psychological benefits in driving consumer intentions toward eco-friendly products.

*Keywords: Green Customer Value, Green Psychological benefit, Green Purchase Intention, Green Marketing, Avoskin*

## 1. INTRODUCTION

"In the current era, there is significant attention to environmental conditions due to issues related to pollution, global warming, and solid waste that is difficult to recycle" (Nekmahmud and Fekete-Farkas 2020; Dawei and Wu 2022). "This has made marketers and consumers more aware of the need for products and green marketing" (Abbes et al. 2020; Alsaad 2021). "Switching to green services and products is believed to be more expensive in the short term, but in the long run, it can become more profitable and cost-effective" (Johnstone and Lindh 2022; Kumar and Ayodeji 2021; Omar et al. 2021). Ramli et al. (2020) assert that "environmental issues are the world's primary concern today. The major environmental problems include the greenhouse effect, air pollution, and ecological imbalances caused by human disturbances. This has prompted a green marketing approach, but it is clear that researchers and academics have not yet made substantial contributions to green marketing".

"With the increasing amount of waste and environmental damage issues each year, society is now more concerned about environmental issues as they witness the impact of growing industrial activities that harm the environment. The emergence of green campaign movements is one sign that people are beginning to realize the importance of preserving the environment" (Atika and Monika, 2022). As consumers become more environmentally conscious, they tend to reduce the risk of using a product by paying attention to how companies inform them about the composition and ingredients of the product, whether they are environmentally friendly or not.

"One strategy companies use to increase the purchase intention of a product is green marketing" (Adhimusandi et al., 2020). Green marketing is reflected in the activities of business actors in producing and marketing products using environmentally friendly and recyclable raw materials, as well as efforts made by nature to create environmentally based business activities. According to the American Marketing Association (AMA, 1975), green marketing is the marketing of products assumed to be safe for the environment. "Therefore, green marketing integrates various activities, including product modification, changes in production processes, packaging changes, and advertising changes"

(Arimbawa&Ekawati, 2017). "Green marketing can be said to be a marketing strategy that cares about environmental conditions and their preservation" (Nandaika&Respati, 2021).

Based on the trend of increasing public awareness of environmentally friendly products, this can encourage companies to produce environmentally friendly products. Several local companies, especially in the beauty industry, have introduced environmentally friendly product options, including Sensatia Botanical, Avoskin, Haple, Solusi Martha Tilaar, and Lacoco. PT. Avo Innovation Technology, better known as the skincare brand Avoskin, is one company committed to environmental conservation.

Avoskin is a local skincare brand in Indonesia that embraces the concept of green beauty, prioritizing the production of products with natural ingredients. Avoskin skincare products are made from natural ingredients without using substances harmful to the skin. The composition is free of alcohol, SLS (Sodium Lauryl Sulfate), parabens, fragrances, and silicone. Avoskin claims to be a cruelty-free product, meaning it does not test products on animals, which is one way Avoskin shows its concern for environmental preservation. Avoskin skincare product packaging uses sustainable packaging materials, such as those derived from sugarcane, including glass, which can be more easily recycled, thereby reducing the amount of plastic waste. Avoskin's main focus is currently presenting several products with a clean beauty concept, which emphasizes product quality through the use of environmentally friendly ingredients.

According to Kompas.id, Avoskin is the best-selling local skincare brand on the Shopee and Tokopedia platforms, with total sales reaching IDR 5.9 billion during the period of February 1-18, 2021. In July 2021, the Kompas team again collected data on Avoskin's sales performance on Shopee. Overall, the local brand, established in 2014, achieved total sales of IDR 6.36 billion in July 2021. This revenue was obtained from a total of 47,000 transactions in both official and non-official stores. Avoskin skincare product sales were the highest, reaching IDR 11.7 billion in e-commerce sales in Indonesia from June to August 2022, surpassing nine other skincare brands (Kompas.com, 2022). Avoskin skincare product consumers are spread across various regions of Indonesia, including Malang City.

Based on the above explanation, the author is interested in conducting research with the Influence of green customer value on green purchase intention mediated by green psychological benefit and moderated by green marketing a study on Avoskin Skincare users in Malang City.

The focus of this research is on Avoskin skincare products, which have not been widely studied regarding how green products influence green purchase intention. The use of a mediation-moderation model to analyze the relationship between Green Consumer Value (GCV) and Green Purchase Intention (GPI) offers a fresh perspective, even though previous research may have used only one method or variable. Additionally, linking green purchase intention with the moisturizer industry provides a new viewpoint, especially considering the growing trend of green beauty.

## 2. LITERATUR REVIEW

### 2.1 ABC Theory

"The Attitude-Behavior-Context (ABC) Theory aims to thoroughly understand the influence of consumer behavior on green purchase intentions" (Guagnano, G. A., Stern, P. C., & Dietz, T, 1995). "This theory assumes that people act consistently with their expectations from specific actions" (Hussain, S., Melewar, T. C., Priporas, C. V., Foroudi, P., & Dennis, C, 2020). "Therefore, the ABC Theory provides a valuable framework for exploring how attitudes lead to specific behaviors" (Goh, S. K., & Balaji, M. S, 2016). Although previous research has evaluated issues such as green marketing and green purchase, including climate change, environmental concerns, and social issues, from different perspectives, few have integrated the theoretical concepts of the ABC Theory to create a comprehensive research model. Additionally, since the theoretical concept of green purchase is limited, this study intends to adopt the ABC Theory to explain the phenomenon of green purchase behavior.

### 2.2 Signalling Theory

"Signaling theory explains how information is communicated between two parties, namely the sender and the receiver" (Ahmad and Zhang 2020; Kingston and Paulraj 2021; Connelly et al. 2011). "This theory posits that the information exchanged between the sender and receiver influences stakeholders' behavior and decision-making. Most

economists and companies use signaling theory in business and green marketing to disseminate information" (Kashi 2019). "Signaling theory suggests that appropriate information should be transferred between the sender and receiver because while most senders have useful information, receivers may not be able to access it. Therefore, inadequate and inaccurate information significantly impacts quality and content" (Nguyen-Viet 2022). The sender pays more attention to the receiver's behavioral approach, while the receiver is concerned about information uncertainty.

"Signals include the actual messages conveyed by the company. Signals are intentional (or unintentional) messages observed and interpreted by the receiver to reduce this information asymmetry" (Connelly et al., 2011). Bergh and Gibbons (2011) "argue that for a signal to be effective, it must meet two conditions". "First, the signal must be costly enough to differentiate one signal sender from another, and second, the signal must be credible; in other words, the receiver (customer) must see a positive correlation between the signal and the sender's actual capabilities" (Stigler, 1961; Stiglitz, 1985).

Connelly et al. (2011) "identified five main components of signals: visibility, cost, credibility, frequency, and consistency. Of these five components, three have clear interpretations: visibility refers to the target receiver's ability to see the signal, frequency refers to how often the receiver sees the signal, and consistency relates to the perceived similarity among various signals sent by the same sender".

"Credibility is the most frequently researched component of signals in the marketing literature. Credibility involves perceptions regarding the signal sender's ability to fulfill the promises conveyed by the signal. According to economic theory, a signal that does not match the sender's actual capabilities can damage trust because the receiver realizes that the signal is not credible" (Stiglitz, 1985). For example, research by Boulding and Kirmani (1993) found that offering a stronger warranty (as a signal) is less effective when information about the company's reputation is inconsistent with the promises made by the product warranty.

"Based on this, companies as signal senders transfer information to targeted consumers, and these signals can influence consumer

behavior and attitudes. Thus, sending the right signals (signaling) can result in favorable outcomes for companies in terms of investment or sales” (Chairunnisa and Perdhana 2020; Hussaina et al. 2020). For green marketing and consumption, signaling theory can be taken as a framework to transfer signals between companies and consumers.

### 2.3 Green Customer Value

Ramli and Maysari (2020) and Chen and Chang (2012) have evaluated the relationship between perceived customer value and customers' green purchase intentions. Customer value is the belief that allows them to assess and make decisions (Alamsyah 2020). Green customer value is associated with pro-environmental behavior, stemming from environmental awareness and concern (Nabilla 2019). Previous research shows that consumer behavior does not always originate from environmental awareness and attitudes (Kalsi and Singh 2019). Therefore, some studies have explored the relationship between customer values, attitudes, and consumer behavior for this purpose.

Alamsyah et al. (2020) argue that environmental image concerning customer value leads to pro-environmental customer behavior. Environmental image reflects an organization's superior status in the minds of customers and the broader social environment, thereby altering customer values (Diva 2020; Appolloni et al. 2014). Environmental image refers to how much customers care about environmental issues and their perception of a company's or product's commitment to eco-friendly practices, which ultimately influences their purchasing decisions (Sivapalan et al., 2021). According to a study, consumers are more likely to purchase eco-friendly products if they have a positive attitude toward the products and perceive their quality (Saputra et al. 2020). Thus, it can be concluded that environmentally oriented consumers purchase environmentally friendly products (Chin et al. 2020; Amoako et al.).

Regarding customers' purchase decisions, perceived value towards a product is also a significant part of the customer value concept (Sharma and Klein 2020). According to Song et al. (2019) and Hänninen and Karjaluoto (2017), green perceived value is defined as "customers' perceptions of the characteristics of eco-friendly products and their impact on the environment." Green perceived value

reflects customers' assessments of how much value the product holds for the environmentally friendly environment (Chairunnisa and Perdhana 2020; Chen and Chang 2012). Therefore, this factor is essential for environmentally oriented customers and aids in making purchase decisions (Chairunnisa and Perdhana 2020; Islam et al. 2019). Customers' green purchase intention is crucial to their actual purchasing behavior because it shows their readiness to buy products with perceived value attached to them (Al-Gasawneh and Al-Adamat 2020).

### 2.4 Green Psychological Benefits

Psychological benefits are feelings of satisfaction that enhance the state of mind (Ahmad and Zhang 2020). This stems from the self-concept related to self-expression benefits, which make a person feel psychologically satisfied according to the symbolic and conspicuous consumption model (Aaker 2002). Green Psychological Benefits reflect the psychological rewards customers experience from eco-friendly actions, driven by self-interest, which influence their pro-environmental intentions and behaviors (Flowers et al., 2018). Evaluating customers' perceptions of green psychological benefits relates to customers' moral considerations in green consumption, such as personal norms, which can drive their pro-environmental behavior and converge on the attitude-behavior gap angle, namely perceptions, feelings, values, beliefs, and behavioral intentions (Kornilaki et al., 2019).

Self-expression benefits in the minds of people related to eco-friendly products make consumers more willing to make purchase decisions (Alamsyah 2020; Hartmann and Apaolaza-Ibáñez 2012). Furthermore, the warmth and positive mental state can build a sense of social responsibility in the minds of consumers (Sembiring 2021; Andreoni 1989). Therefore, Ahmad and Zhang (2020) argue that a sense of social responsibility gives people satisfaction in helping others. The warmth (psychological benefits) of social responsibility leads to pro-environmental behavior, and this continually triggers society to engage in pro-environmental behavior both in the present and in the future as well (Hartmann et al. 2017).

### 2.5 Green Marketing

According to Simamora (2011) and Polonsky (2001), the American Marketing Association

(AMA) coined the phrase "green marketing" in the late 1970s. According to the AMA, green marketing refers to the promotion of products that are considered environmentally safe. Green marketing encompasses a range of activities, such as product modifications, adjustments in production methods, changes in packaging, and advertising modifications (Yuaniko, 2019).

Green marketing, which emphasizes the promotion of sustainable goods and services, has proven effective in helping organizations achieve their financial and environmental responsibility goals (Cui & Wang, 2021). This program leverages increasing consumer awareness and enthusiasm for products and activities that promote environmental and social sustainability. Previous research has shown that marketing tactics focusing on the environment have a beneficial effect on customers' attitudes and perceptions toward eco-friendly organizations and products (Reddy et al., 2023).

Due to increasing environmental awareness, people are increasingly choosing environmentally friendly products. Green marketing can influence consumer purchasing choices by highlighting the environmental benefits of products, appealing to environmentally conscious consumers and encouraging them to choose eco-friendly options (Dangelico & Vocalelli, 2017). Green marketing is a significant determinant closely related to consumer purchase choices. Companies' efforts to enhance and refine green marketing practices are likely to result in increased customer purchase choices (Dewi et al. 2021).

Green marketing, as defined by Mintu and Lozada (Rahmansyah, 2013), refers to using marketing strategies to promote actions that support the preservation and conservation of the natural environment while meeting organizational and individual needs and goals. According to (Rahmansyah, 2013), the indicators of green marketing are:

1. The product does not use toxic materials,
2. The product is more durable,
3. The product uses recyclable materials,
4. The product does not use environmentally harmful substances,
5. The product does not consume excessive energy and other resources during processing, use, and sale,
6. The product does not generate unnecessary waste due to short-term packaging

## 2.6 GREEN PURCHASE INTENTION

In a study conducted by Mustofa et al. (2022), Green Purchase Intention is an essential construct in understanding consumer behavior toward purchasing eco-friendly products. Green Purchase Intention is defined as a person's likelihood and willingness to purchase products and services that are perceived to be environmentally friendly. Green Purchase Intention has frequently been explained by the theory of reasoned action (TRA) and the theory of planned behavior (TPB) (Zhuang et al., 2021). According to these theories, people's attitudes, perceived behavioral control, and subjective norms all have an impact on their intentions to engage in a behavior (like buying eco-friendly products) (Sreen et al., 2018).

Consumers' Green Purchase Intention is influenced by several factors, including environmental awareness, perceived consumer effectiveness, social influence, and personal norms (Chen & Tung, 2014). Environmental awareness refers to the extent to which individuals are aware of environmental issues and the impact of their consumption on the environment. The idea that one can have a beneficial impact on the environment through their activities is known as perceived consumer effectiveness. Social influence is the term used to describe how other people's beliefs and actions affect a person's decision to buy. An individual's internal standards and values for environmental protection are referred to as personal norms (Debora Indriani et al., 2019).

Furthermore, Green Purchase Intention is influenced by perceived product quality, perceived product price, and brand image (Chen & Chang, 2012). Consumers are more likely to have a higher Green Purchase Intention if they perceive that the green product is of high quality, reasonably priced, and associated with a reputable brand.

In conclusion, Green Purchase Intention is a multi-dimensional construct influenced by a variety of factors, including environmental awareness, perceived consumer effectiveness, social influence, personal norms, perceived product quality, perceived product price, and brand image. Understanding these factors can help marketers and policymakers design effective strategies to promote eco-friendly

products and encourage sustainable consumption

### 3. METHODS

In this study, the authors employed a quantitative explanatory research approach. Creswell (2009) explains that quantitative research methods are used to test specific theories by examining relationships between variables, which are typically measured using research instruments. This allows the data, in numerical form, to be analyzed statistically.

The research was conducted between may and july 2024, focusing on consumers of avoskin cosmetic products in malang city. The population consists of avoskin consumers, and the sample was selected based on hair et al. (2010), who stated that the minimum sample size is calculated by multiplying the number of question indicators by 10, resulting in 240 respondents.

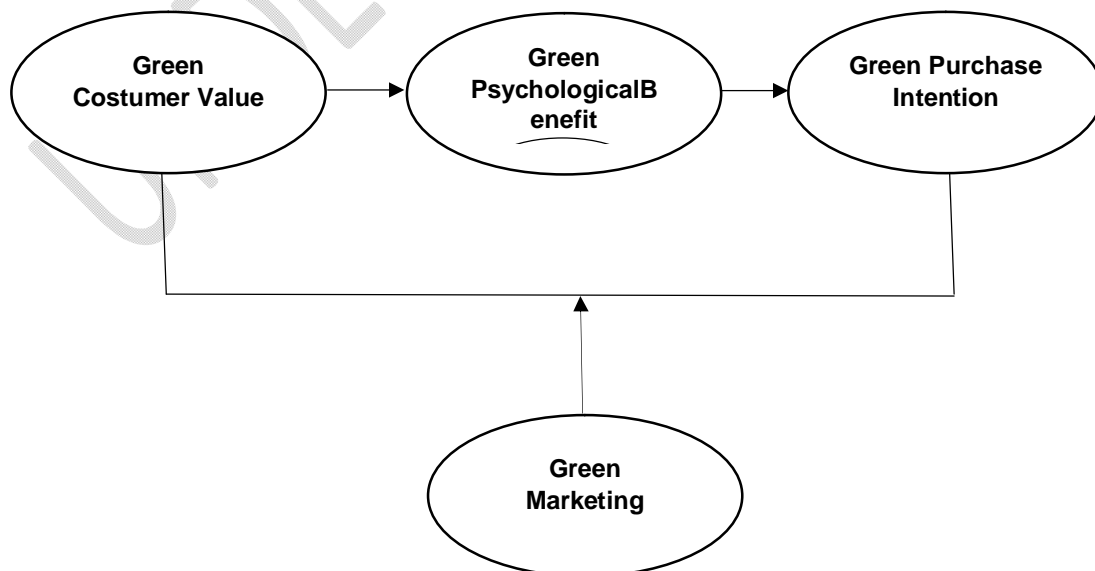
The study employed nonprobability sampling techniques, specifically purposive sampling, which selects samples based on specific considerations. The samples were drawn from consumers residing in malang city who had used avoskin products. Primary data were collected through questionnaires, while secondary data were sourced from reliable references such as official websites and related articles.

The research instrument was a questionnaire using a likert scale to measure respondents' perceptions, consistent with sugiyono's (2014) view that the likert scale is effective in

assessing behavior, attitudes, and perceptions. Data analysis was performed using warp pls v8.0, which facilitates path analysis by considering nonlinear relationships and addressing multicollinearity issues (kock, 2020).

The measurement model was analyzed through convergent and discriminant validity, as well as reliability (hair et al., 2017; ghazali, 2019). Convergent validity assesses how well indicators reflect the construct, while discriminant validity ensures the construct is distinguishable from others. Reliability is measured using cronbach's alpha and composite reliability, both considered adequate if they exceed 0.7.

The structural model, or inner model, was evaluated by examining the coefficient of determination ( $r^2$ ), hypothesis testing, and the influence of mediating variables. The coefficient of determination assesses how well independent variables explain the dependent variable. Hypothesis testing utilized the bootstrapping technique to evaluate the significance of relationships between variables, while the f-square test measured the relative impact of independent variables on the dependent variable. Path analysis was used to evaluate mediation effects, which could indicate full mediation, partial mediation, or no mediation (ghazali, 2019). Finally, hypotheses were tested by considering the t-statistic and p-value, with hypotheses accepted if the t-statistic  $> 1.96$  or  $p < 0.05$  (husein, 2015).



**Fig. 1. Conceptual Model**

Source : Data Processed by Researchers, 2024

## 4. RESULT AND DISCUSSION

### 4.1 Charecteristik Respondent

This study analyzed 240 Avoskin users, providing a comprehensive overview of the respondents' profiles. Data collection was conducted by distributing questionnaires and asking respondents to complete them. The

respondents in this study were classified based on age, gender, income, highest education level, and duration of Avoskin usage. The characteristics of the respondents are detailed in the following table:

**Table 1. Charectiristics Respondent**

Characteristics	Frequency	Percentage (%)
<b>Age</b>		
18 - 20	44	18%
21 - 25	92	39%
26 - 30	73	31%
31 - 35	26	11%
36 - 40	5	1%
>40	0	
<b>Gender</b>		
Man	39	16%
Woman	201	84%
<b>Income</b>		
< Rp. 1.000.000	34	14.17%
Rp 1.000.000 - Rp 2.000.000	45	18.75%
Rp 2.000.000 - Rp 3.000.000	43	17.92%
Rp 3.000.000 - Rp 4.000.000	59	24.58%
Rp 4.000.000 - Rp 5.000.000	39	16.25%
> Rp. 5.000.000	20	8.33%
<b>Last Education Level</b>		
Senior High School	54	22.50%
S1	167	69.58%
S2	19	7.92%
<b>Avoskin Use Experience</b>		
Yes	240	100%
No	0	0%
<b>Duration of Using Avoskin</b>		
<1 Year	44	18.33%
1 - 2 Year	112	46.67%
2 - 3 Years	70	29.17%
>3 Years	14	5.83%

Source : Data Processed by Researchers, 2024

Based on data from 240 Avoskin users, the majority of respondents are aged between 21 and 30 years, with 39% aged 21-25 years and 31% aged 26-30 years, indicating that the product primarily appeals to young adults. Most respondents are women, accounting for 84%, compared to 16% men, highlighting the dominance of female users.

In terms of income, respondents are fairly evenly distributed across several categories, with the majority falling within the income range of Rp 3,000,000 - Rp 4,000,000

(24.58%), followed by those with an income between Rp 1,000,000 - Rp 2,000,000 (18.75%). Additionally, 69.58% of respondents have a bachelor's degree, indicating that the majority of Avoskin users are well-educated.

All respondents in this survey are Avoskin users, with nearly half (46.67%) having used the product for 1-2 years. This suggests a high level of loyalty among newer users, with most others having used the product for less than one year or between 2-3 years. Only 5.83% of respondents have been using Avoskin for

more than 3 years, which may indicate potential growth in long-term loyal users in the future.

#### 4.2 Outer Model Analysis

**Table 2. AVE & Composite Reliability Level First Order**

	Cross Loading	AVE	Composite Reliability
X1.1	0.776	0.602	0.751
X1.3	0.776		
X1.4	0.758	0.575	0.730
X1.6	0.758		
Z1.1	0.813		
Z1.3	0.813	0.661	0.796
Z1.4	0.826		
Z1.6	0.826	0.682	0.811
Z1.7	0.791		
Z1.9	0.791	0.625	0.770
M1.1	0.755		
M1.2	0.755	0.571	0.727
M1.4	0.751		
M1.5	0.751	0.565	0.722
Y1.1	0.807		
Y1.4	0.807	0.651	0.789

Source : Data Processed by Researchers, 2024

**Table 3. Discriminant Validity First Order with FornellLacker**

	EI	PV	NE	SE	WG	EA	GW	PI
EI	<b>0.776</b>	0.037	0.285	0.246	0.296	0.383	0.279	0.346
PV	0.037	<b>0.758</b>	0.164	0.164	0.167	0.321	0.288	0.288
NE	0.285	0.164	<b>0.813</b>	0.110	0.274	0.304	0.295	0.278
SE	0.246	0.164	0.110	<b>0.826</b>	0.123	0.265	0.326	0.309
WG	0.296	0.167	0.274	0.123	<b>0.791</b>	0.292	0.344	0.335
EA	0.383	0.321	0.304	0.265	0.292	<b>0.755</b>	0.415	0.443
GW	0.279	0.288	0.295	0.326	0.344	0.415	<b>0.751</b>	0.503
PI	0.346	0.288	0.278	0.309	0.335	0.443	0.503	<b>0.807</b>

Source : Data Processed by Researchers, 2024

Based on the results of the validity and reliability analysis of this measurement model, it can be concluded that all indicators have higher cross loadings on the constructs they measure compared to other constructs, indicating good discriminant validity. The Average Variance Extracted (AVE) values

range from 0.561 to 0.682, which are above the threshold of 0.50, indicating adequate convergent validity. The Composite Reliability (CR) values range from 0.722 to 0.811, all of which exceed the threshold of 0.70, demonstrating that all constructs have good reliability.

**Table 4. AVE & Composite Reliability Level Second Order**

	Outer Loading	AVE	Composite Reliability
EI	0.720	0.518	0.683

PV	0.720		
NE	0.798		
WG	0.798	0.637	0.778
PI	1.000	1.000	1.000
EA	0.841		
GW	0.841	0.708	0.829

Source : Data Processed by Researchers, 2024

In the results of the second-order data processing, it was found that the self-expressive indicator did not meet the requirements, with an AVE value below 0.5. Consequently, the researcher removed this indicator, arguing that the indicators used in the Green Psychological Benefit variable are reflective in nature. According to Hair et al.

(2010), in a reflective measurement model, poor indicators should be removed because they do not adequately represent the underlying construct (Hair, Black, Babin, Anderson, & Tatham, 2010). Therefore, it can be concluded that the Green Psychological Benefit construct has two indicators, namely Nature Experience and Warm Glow.

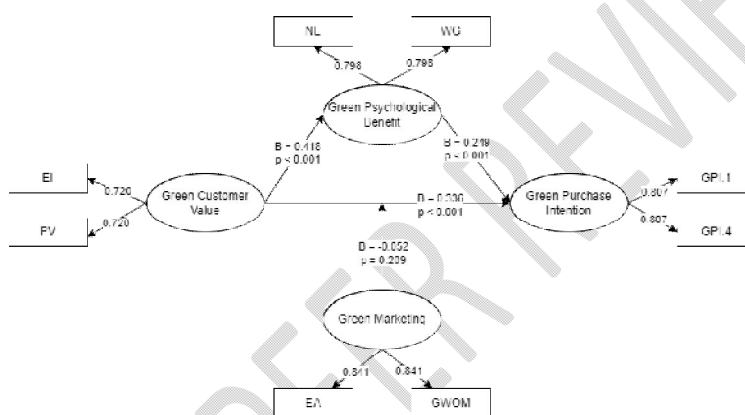


Fig. 2. Conceptual Model

Source : Data Processing Results Using WarpPLS 8.0, 2024

Table 5. Discriminant Validity Second Order with Fornell-Larcker

	GCV	GPB	PI	GM
GCV	<b>0.720</b>	0.397	0.440	0.525
GPB	0.397	<b>0.798</b>	0.384	0.460
PI	0.440	0.384	<b>1.000</b>	0.562
GM	0.525	0.460	0.562	<b>0.841</b>

Source : Data Processed by Researchers, 2024

Based on the discriminant validity analysis at the second-order level using the Fornell-Larcker Criterion, the GCV construct has a square root of AVE of 0.720, which is higher than its correlation with GPB (0.397), PI (0.440), and GM (0.525). The GPB construct has a square root of AVE of 0.798, which is higher than its correlation with GCV (0.397), PI (0.384), and GM (0.460). The PI construct has a perfect value of 1.000 as the square root of AVE, and this is higher than its correlation with GCV (0.440), GPB (0.384), and GM (0.562). Finally, the GM construct has a square root of

AVE of 0.841, which is higher than its correlation with GCV (0.525), GPB (0.460), and PI (0.562). Thus, it can be concluded that all constructs at the second-order level demonstrate good discriminant validity. The square root of the AVE for each construct is greater than its correlation with other constructs, indicating that each construct is more closely related to its own indicators than to the indicators of other constructs.

#### 4.2 Structural Model Evaluation

**Table 6. R-Square**

Endogen	R-Square	Adjusted R-Square	Q-Squared
GPB	0.175	0.171	0.172
PI	0.304	0.295	0.300

Source : Data Processed by Researchers, 2024

Based on the table above, it can be concluded that the GPB construct has an R-Square value of 0.175, indicating that 17.5% of the variation in GPB can be explained by the independent variables in the model. The Adjusted R-Square of 0.171 is slightly lower than the R-Square, which shows an adjustment for the number of predictors in the model but still reflects a significant contribution from the independent variables. A Q-Squared value of 0.172 indicates that the model has good predictive validity for the GPB construct.

For the PI construct, the R-Square value of 0.304 indicates that 30.4% of the variation in PI can be explained by the independent variables in the model. The Adjusted R-Square of 0.295 is slightly lower than the R-Square,

which reflects an adjustment accounting for the number of predictors in the model but still shows a significant contribution from the independent variables. The Q-Squared value of 0.300 indicates that the model has good predictive validity for the PI construct.

Overall, the R-Square and Adjusted R-Square values obtained show that the model has a reasonably good ability to explain variations in the GPB and PI constructs. Additionally, the positive Q-Squared values for both constructs indicate that the model has adequate predictive validity, suggesting that the model not only explains the existing data well but also has the capability to predict new data effectively.

**Table 7. Goodness of Fit**

Goodness of Fit	Hasil	Kriteria
Average R-squared (ARS)	<0.001	acceptable if < 0,05
Average adjusted R-squared (AARS)	<0.001	acceptable if < 0,05
Average block VIF (AVIF)	1.627	acceptable if <= 5, ideally <= 3.3
Average full collinearity VIF (AFVIF)	1.703	acceptable if <= 5, ideally <= 3.3 small >= 0.1, medium >= 0.25, large >=
TenenhausGoF (GoF)	0.430	0.36
Simpson's paradox ratio (SPR)	1.000	acceptable if >= 0.7, ideally = 1
R-squared contribution ratio (RSCR)	1.000	acceptable if >= 0.9, ideally = 1
Statistical suppression ratio (SSR)	1.000	acceptable if >= 0.7
Nonlinear bivariate causality direction ratio (NLBCDR)	1.000	acceptable if >= 0.7

Source : Data Processed by Researchers, 2024

Based on the Goodness of Fit analysis, the following data can be concluded the Average R-squared (ARS) and Average adjusted R-squared (AARS) have values of less than 0.001, which meets the acceptance criteria if the value is less than 0.05. This indicates that the model has a good fit in explaining data variation.

The Average block VIF (AVIF) of 1.627 and Average full collinearity VIF (AFVIF) of 1.703 are both below the threshold of 3.3, which means there is no significant multicollinearity issue in the model. These values indicate that

the relationships between the independent variables in the model are not excessively correlated.

The TenenhausGoF (GoF) of 0.430 falls into the "large" category as it is greater than 0.36. This suggests that the model has a very good overall fit.

The Simpson's paradox ratio (SPR) of 1.000, R-squared contribution ratio (RSCR) of 1.000, and Statistical suppression ratio (SSR) of 1.000 all meet the acceptance criteria if the values are greater than or equal to 0.7, ideally close to 1. This indicates that there is no

Simpson's paradox in the model, the R-squared contribution is excellent, and there is no suppressed statistical effect.

The Nonlinear bivariate causality direction ratio (NLBCDR) of 1.000 also meets the acceptance criteria if the value is greater than or equal to 0.7, indicating that the direction of

nonlinear bivariate causality in the model is acceptable.

Overall, the Goodness of Fit results show that the model has a very good fit, no multicollinearity issues, and all measured metrics indicate high validity and reliability of the model. This model can be relied upon to analyze and predict related data.

**Table 8. Path Coefficients**

Hypothesis	Path Coefficient	Standard Error	P-Value	Result
GCV -> GPI	0.366	0.061	<0.001	supported
GPB -> GPI	0.249	0.062	<0.001	supported
GCV -> GPB -> GPI	0.104	0.010	0.045	supported
GCV*GM -> GPI	-0.052	0.064	0.209	not supported

Source : Data Processed by Researchers, 2024

Based on the hypothesis testing results, the following conclusions can be drawn, the first hypothesis (GCV -> GPI) has a path coefficient of 0.366 with a P-value of less than 0.001. This indicates that Green Customer Value (GCV) has a positive and significant effect on Green Purchase Intention (GPI). In other words, the higher the green customer value, the greater their intention to purchase green products.

The second hypothesis (GPB -> GPI) has a path coefficient of 0.249 with a P-value of less than 0.001. This indicates that Green Purchase Behavior (GPB) has a positive and significant effect on Green Purchase Intention (GPI). This suggests that good green purchase behavior will increase the intention to purchase green products.

The third hypothesis (GCV -> GPB -> GPI) has a path coefficient of 0.104 with a P-value of 0.045. This indicates that Green Customer Value (GCV) also has a positive and significant effect on Green Purchase Intention (GPI) through Green Purchase Behavior (GPB). This suggests that green customer value can increase green purchase intention through green purchase behavior.

The fourth hypothesis (GCV\*GM -> GPI) has a path coefficient of -0.052 with a P-value of 0.209. This indicates that the interaction between Green Customer Value (GCV) and Green Marketing (GM) does not have a significant effect on Green Purchase Intention (GPI). In other words, the combined influence of green customer value and green marketing is not significant in increasing the intention to purchase green products.

### 4.3 Discussion

#### 4.3.1 Green Customer Value Positively and Significantly Influences Green Purchase Intention Among Avoskin Skincare Consumers in Malang

The research results show that Green Customer Value (GCV) has a positive and significant influence on Green Purchase Intention (GPI) among Avoskin skincare consumers in Malang. A path coefficient of 0.366 with a P-value of less than 0.001 indicates that the higher the perceived value of green (environmentally friendly) products offered by Avoskin, the greater the consumers' intention to purchase these products. Green Customer Value reflects consumers' perceptions of the benefits and added value obtained from environmentally friendly products. This value encompasses not only functional benefits such as product quality and health benefits but also emotional and symbolic benefits such as satisfaction from contributing to the environment and feeling part of an environmentally conscious community. This research aligns with the findings of Alamsyah et al. (2020), Saputra et al. (2020), and Chairunnisa&Perdhana (2012), which state that customer value influences the decision to purchase green products.

Recent studies have explored the relationship between green customer value and green purchase intention, yielding mixed results. While some research found no significant

direct effect of green customer value on green purchase intention (Hermayanti et al., 2024).

This study adopts the ABC Theory to explain how Green Customer Value drives green purchase intention, addressing gaps in previous research that have not fully integrated this theory. Additionally, in line with Signaling Theory, consumers' perception of Green Customer Value serves as a signal that influences their purchase intention, emphasizing the importance of clear and credible communication in green marketing.

#### **4.3.2 Green Psychological Benefit Positively and Significantly Influences Green Purchase Intention Among Avoskin Skincare Consumers in Malang**

The research results show that Green Psychological Benefit (GPB) has a positive and significant influence on Green Purchase Intention (GPI) among Avoskin skincare consumers in Malang. A path coefficient of 0.249 with a P-value of less than 0.001 indicates that the greater the psychological benefits perceived by consumers regarding the green (environmentally friendly) products offered by Avoskin, the stronger their intention to purchase these products. Psychological Benefit reflects the benefits of self-expression, a sense of warmth, and a connection with nature, which provide psychological satisfaction derived from environmentally friendly products. Additionally, psychological benefits and a positive mental state can foster a sense of social responsibility in consumers' minds. This research is consistent with the findings of Alamsyah et al. (2020) and Hartman & Apaolaza-Ibáñez (2012), which state that self-expression benefits related to environmentally friendly products make consumers more willing to make purchase decisions.

#### **4.3.3 Green Psychological Benefit Mediates the Influence of Green Customer Value on Green Purchase Intention Among Avoskin Skincare Consumers in Malang**

The research results show that Green Psychological Benefit (GPB) has a positive and significant influence as a mediating variable on the effect of Green Customer Value (GCV) on Green Purchase Intention (GPI) among Avoskin skincare consumers in

Malang. A path coefficient of 0.104 with a P-value of less than 0.045 indicates that an increase in perceived green value among consumers will enhance green purchase intention through the psychological benefits perceived by consumers. The P-value of less than 0.045 indicates that this result is statistically significant and not coincidental, making it a reliable basis for concluding that Green Psychological Benefit mediates the relationship between Green Customer Value and Green Purchase Intention. The research findings are also consistent with the study by Ahmed et al. (2023), which states that there is a significant and positive mediation effect of green psychological benefits between independent variables (customer value, attitudes, and green marketing mix) and green purchase intention. Furthermore, the studies by Hwang & Choi (2017) and Arora & Manchanda (2022) also demonstrate that feelings of warmth, experiences with nature, and self-expression have a significant and positive influence on the relationship between exogenous variables (green attitude, green customer value, and green marketing mix) and green purchase intention.

#### **4.3.4 Green Marketing Moderates the Influence of Green Customer Value on Green Purchase Intention Among Avoskin Skincare Consumers in Malang**

The research results show that green marketing as a moderating variable does not influence the relationship between Green Customer Value and Green Purchase Intention among Avoskin skincare consumers in Malang. This is evident from the path coefficient of -0.052 with a P-value greater than 0.209. This means that not all consumers have a high level of awareness or concern about environmental issues. Some individuals may not prioritize sustainability or may be less interested in marketing campaigns focused on the environment. This research is in line with the studies by Kinasih et al. (2023) and Fauziyah et al. (2023), which state that green marketing does not significantly moderate the relationship between Green Customer Value and Purchase Intention, as it entirely depends on consumers' initial perceptions of the green value they believe in. However, the study conducted by Ahmed et al. (2023) found a significant impact of green marketing in moderating the relationship between Green Customer Value and Green Purchase Intention.

## 5. CONCLUSION

The research findings indicate that Green Customer Value has a positive and significant influence on Green Purchase Intention among Avoskin skincare consumers in Malang. A path coefficient of 0.366 and a P-value of less than 0.001 suggest that the higher the perceived value of Avoskin's green products, the greater the consumers' intention to purchase them. The study also found that Green Psychological Benefit positively and significantly affects Green Purchase Intention, with a path coefficient of 0.249 and a P-value of less than 0.001. The more psychological benefits consumers perceive from Avoskin's green products, the stronger their intention to purchase them.

Furthermore, Green Psychological Benefit has proven to be a significant mediating variable between Green Customer Value and Green Purchase Intention, with a path coefficient of 0.104 and a P-value of less than 0.045. This indicates that an increase in perceived green value can enhance green purchase intention through the psychological benefits experienced by consumers. However, green marketing, as a moderating variable, does not significantly influence the relationship between Green Customer Value and Green Purchase Intention, with a path coefficient of -0.052 and a P-value greater than 0.209, suggesting that not all consumers are concerned with environmentally focused marketing campaigns.

Based on the research findings, Avoskin Beauty, a company in the women's skincare sector that focuses on environmentally friendly products, should prioritize enhancing Green Customer Value by continually improving the quality and environmental benefits of its products. By highlighting environmentally friendly aspects in marketing communications, the company can boost consumers' positive perceptions of green value. Additionally, it is important to educate consumers about the psychological benefits of using environmentally friendly products, such as the warmth and inner satisfaction that come from contributing to sustainability. Although green marketing did not show a significant impact as a moderating variable, Avoskin can still evaluate and refine its green marketing strategies to reach a more environmentally conscious market segment with a more personalized and educational approach.

One of the main limitations of this study is the limited representativeness of the sample, which is restricted to the Malang area. While the findings of this research provide valuable insights into the factors influencing consumer behavior in Malang, the results may not be fully generalizable to a broader population outside this region. Focusing on a single city can lead to geographical bias, where the unique characteristics of consumers in Malang, such as local culture, preferences, and economic conditions, may not reflect those in other cities. As a result, the findings of this study may be less relevant or applicable in different contexts.

Therefore, for future research, it is recommended to expand the sample to include participants from other cities. This approach would help improve the representativeness of the sample and allow the research findings to be more generalizable, providing a more comprehensive understanding of consumer behavior across different regions. Additionally, future studies could include other variables such as social influence, environmental awareness, and consumer experience in the research model to gain a deeper understanding of the factors influencing green product purchase intentions.

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