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GREEN PERCEIVED QUALITY IMPACT ON PURCHASE INTENTION: ROLES OF AWARENESS AND VALUE

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Abstract

This study examines the influence of green perceived quality on green purchase intention in the skincare industry. As consumers increasingly demand environmentally responsible products, understanding the drivers of green consumer behavior becomes essential. This research investigates the relationship between green perceived quality and green purchase intention through green perceived value, with environmental awareness acting as a moderating variable. A quantitative method was employed through an online survey distributed to 270 purposively selected consumers of Avoskin, a skincare brand in Indonesia. Data were analyzed using Structural Equation Modeling with Partial Least Squares. The results indicate that green perceived quality significantly effects green purchase intention, both directly and through green perceived value. Moreover, environmental Awareness strengthens the relationship between Green Perceived Quality and Green Purchase Intention. This study contributes to the understanding of green consumer behavior by highlighting the dual role of Green Perceived Value and Environmental Awareness. Practical implications include guidance for skincare marketers to enhance consumer perception and awareness, thereby increasing purchase intention toward sustainable cosmetic products.

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INTRODUCTION

Changes in lifestyle and growing environmental awareness have driven the emergence of sustainable consumer behavior, particularly in the cosmetics and personal care industry. This phenomenon reflects a global paradigm shift, marked by increasing consumer preference for environmentally responsible products. According to NielsenIQ (2023), 62% of consumers now prioritize sustainability more than they did two years ago. This shift is evident in the growth of the global organic personal care market, which reached USD 21.82 billion in 2022 and is projected to grow at a CAGR of 9.4% through 2030 (Research, 2023).

In Indonesia, this trend has also gained traction. Environmentally conscious consumers increased by 112% in 2020 Nariswari (2022). Alongside the rapid growth of the domestic cosmetics industry, which now includes over 1,000 companies, the export value of Indonesian cosmetic products rose to USD 770.8 million in 2023 (Perekonomian, 2024). Indonesia's beauty industry experienced a growth increase from 5.9% in 2020 to 7% in 2021, with forecasts indicating further expansion in 2022 supported by evolving trends and new product developments (Adisty, 2022). These developments present both market opportunities and challenges for local brands to integrate sustainability into their business strategies.

Previous studies, such as Chen & Chang (2012), have emphasized the importance of Green Perceived Value (GPV) in shaping Green Purchase Intention (GPI). However, limited research has explored the mediating role of GPV between Green Perceived Quality (GPQ) and GPI, particularly in the Indonesian skincare market. Additionally, the moderating role of Environmental Awareness (EA) remains

underexplored, even though EA is believed to influence consumer perceptions of green product quality and value (Wasaya et al., 2021).

To address these gaps, this study investigates the mediating effect of GPV and the moderating role of EA in the relationship between GPQ and GPI, focusing on Indonesia's skincare industry. Avoskin, a local brand recognized as a pioneer of the clean beauty movement in Indonesia, serves as the research object. The brand has integrated sustainability into its identity through the use of natural ingredients, ethical sourcing practices, eco-friendly packaging, and recycling programs such as "Recycle and Reward" (Rustaviani, 2021). These initiatives align with the preferences of 86% of Indonesian consumers who favor environmentally friendly packaging (Silawati, 2021).

Theoretically, this study is based on the Theory of Planned Behavior (TPB) developed by Ajzen (1991), which posits that behavioral intentions are influenced by attitudes, subjective norms, and perceived behavioral control. In the context of green consumption, GPQ is believed to foster positive attitudes toward products, while EA may reinforce subjective norms and control perceptions. Nonetheless, TPB has been criticized for its limited incorporation of affective and contextual variables such as cultural norms (Meitiana, 2017). Therefore, revisiting TPB within the local socio-cultural and economic context of Indonesia is essential for gaining a deeper understanding of green purchase behavior.

Hypothesis Development

The Relationship Between Green Perceived Quality and Green Purchase Intention

Green Perceived Quality (GPQ) refers to consumers' perceptions of the extent to which a green product is considered to have high quality in terms of performance, safety, and environmental impact (C. C. Chen et al., 2018). The quality of green products includes attributes such as environmentally friendly raw materials, sustainable production processes, and efficient resource usage. Consumers' perceptions of product quality play a crucial role in shaping their purchase intentions toward green products.

Wasaya et al (2021) found a positive and significant relationship between GPQ and Green Purchase Intention (GPI), indicating that the higher consumers perceive the quality of a green product, the more likely they are to intend to purchase it. Consumers who perceive a product as high quality tend to believe it meets their expectations for functionality and sustainability. Additionally, Gil & Jacob (2018) emphasized that GPQ not only directly influences GPI but also exerts an indirect influence through variables such as Green Satisfaction and Green Trust. Nevertheless, the direct relationship between GPQ and GPI remains significant and is particularly relevant to explore within the local context, such as in the case of the sustainable skincare brand Avoskin. Based on theoretical and empirical evidence, the following hypothesis is proposed:

H1: Green Perceived Quality (GPQ) has a positive effect on Green Purchase Intention (GPI) for Avoskin skincare products.

The Relationship Between Green Perceived Quality and Green Perceived Value

Green Perceived Value (GPV) is defined as the overall assessment by consumers of the net benefits of an environmentally friendly product, including consideration of its ecological impact Y. S. Chen & Chang (2012). According to consumer value theory, perceived quality is a key determinant of perceived value (Zeithaml, 1988). This means that when a product is perceived as high quality, the consumer's perceived value of the product is also likely to increase. In the context of green products, quality assessed through sustainability attributes such as the use of natural ingredients, energy efficiency, and eco-friendly processes enhances consumers' perceived green value. This is particularly applicable to skincare products like Avoskin, which emphasizes natural and environmentally friendly formulations.

Studies by Cheung et al (2015) and Y. S. Chen & Chang (2012) have confirmed that GPQ positively influences GPV. Therefore, this relationship warrants further analysis in the context of locally-produced sustainable skincare products.

H2: Green Perceived Quality (GPQ) has a positive effect on Green Perceived Value (GPV) for Avoskin skincare products.

The Relationship Between Green Perceived Value and Green Purchase Intention

Green Perceived Value serves as a key determinant in shaping consumers' purchase intentions toward green products. Consumers who perceive that green products offer greater benefits not only functionally but also in terms of moral and ecological value are more likely to develop a stronger intention to purchase.

Zhuang et al (2021) demonstrated that GPV has a positive and significant impact on GPI. This finding is supported by Hudayah et al (2023), who stated that a high perceived value of green products encourages consumers to favor such products. Furthermore, Laroche et al (2001) argued that GPV can be enhanced through emotional connection and consumer-brand closeness. In Avoskin's case, consumers assess

not only the benefits of the products for their skin but also the brand's environmental sustainability contributions. Therefore, perceived value becomes a critical element in driving purchase intention.

H3: Green Perceived Value (GPV) has a positive effect on Green Purchase Intention (GPI) for Avoskin skincare products.

The Mediating Role of Green Perceived Value

Although GPQ is believed to have a direct impact on GPI, it is also plausible that this effect is mediated by GPV. This means that the perceived quality of a green product enhances consumers' perceived value of the product, which in turn increases their purchase intention.

Leonardo & Riza (2023) found that GPV plays a mediating role in the relationship between GPQ and satisfaction with green products. Another study by Jalu et al (2024) supports the mediating role of GPV in the context of green branding and loyalty, suggesting a strong potential for GPV to act as a mediator in the relationship between product quality and purchase intention. Given the limited number of studies exploring this relationship explicitly in the context of local skincare products, this research aims to examine the mediating role of GPV between GPQ and GPI in the case of Avoskin.

H4: Green Perceived Value (GPV) positively mediates the relationship between Green Perceived Quality (GPQ) and Green Purchase Intention (GPI) for Avoskin skincare products.

The Moderating Role of Environmental Awareness

Environmental Awareness (EA) refers to individuals' awareness of environmental issues and the importance of preserving nature in daily life. In the context of consumer behavior, EA can act as a factor that strengthens the relationship between GPQ and GPI, as environmentally aware consumers are more likely to appreciate the sustainability attributes of a product.

Wasaya et al (2021) found that EA has a moderating effect in strengthening the relationship between GPQ and GPI. Consumers with high levels of environmental awareness are more likely to perceive green products as high quality and are, therefore, more inclined to purchase them. In the context of products such as Avoskin, which emphasizes a strong commitment to sustainability, the moderating influence of EA is significant. Environmentally aware consumers are better able to recognize and appreciate the green quality attributes offered by the product, ultimately increasing their purchase intention.

H5: Environmental Awareness (EA) positively moderates the relationship between Green Perceived Quality (GPQ) and Green Purchase Intention (GPI) for Avoskin skincare products.

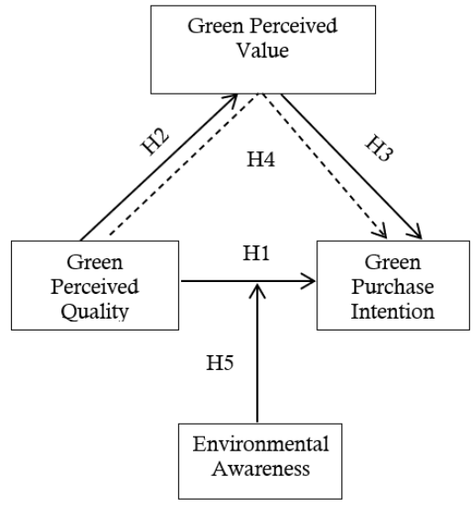

Figure 1. Research Model

METHOD

This study employs a quantitative approach by collecting primary data through the distribution of closed-ended questionnaires. Primary data refers to information collected directly from respondents to analyze the relationships among the variables under investigation. Data collection was conducted using a self-administered method, whereby the questionnaire was distributed online via social media platforms such as WhatsApp, Instagram, Facebook, TikTok, and X. Initially, the questionnaire was shared with the researchers' close acquaintances to gather preliminary feedback, followed by broader distribution to followers of Avoskin's official Instagram and TikTok accounts. This approach enabled the researchers to reach respondents aligned with the characteristics of the target population.

The population in this study comprises Indonesian consumers who have an intention to purchase Avoskin skincare products and demonstrate concern for environmentally friendly products. To obtain a representative sample aligned with the research objectives, a non-probability sampling technique was used, specifically purposive sampling. This technique allows the selection of respondents based on specific criteria, namely: (1) consumers interested in Avoskin skincare products, (2) consumers concerned about environmental issues, (3) individuals aged 17 years and above, and (4) those residing in Indonesia.

The sample size was determined based on the guideline proposed by Hair et al (2014), which suggests a minimum of five to ten times the number of indicators used in the research model. Based on the number of indicators in this study,

the required sample size ranges between 135 and 270 respondents. To ensure the reliability of the findings, the final target number of respondents falls within this range.

The research instrument employed a five-point Likert scale to measure respondents' perceptions, attitudes, and intentions regarding the studied variables, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). This scale was used to evaluate the constructs of Green Perceived Quality (GPQ), Green Perceived Value (GPV), Green Purchase Intention (GPI), and Environmental Awareness (EA).

The data analysis method used in this study is Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) approach. This method was chosen due to its ability to handle non-normal data and the complexity of relationships among latent constructs. Data processing was carried out using SmartPLS version 4.0.

The analysis was conducted in two main stages: assessment of the measurement model (outer model) and the structural model (inner model). Convergent validity was evaluated by examining factor loadings (≥ 0.7) and Average Variance Extracted (AVE ≥ 0.5). Discriminant validity was considered established if the square root of AVE exceeded the correlations among constructs. Reliability testing was conducted using the criteria of Composite Reliability (CR ≥ 0.7) and Cronbach's Alpha (≥ 0.6).

For the structural model evaluation, the coefficient of determination (R^2) was used to assess the model's predictive power, categorized as strong (≥ 0.75), moderate (≥ 0.50), or weak (≥ 0.25). Hypothesis testing was performed using the bootstrapping method with 5,000 resamples. A hypothesis was considered significant if the t-statistic ≥ 1.96 or the p-value ≤ 0.05.

To test the moderating role of Environmental Awareness (EA) in the relationship between Green Perceived Quality (GPQ) and Green Purchase Intention (GPI), an interaction term between GPQ and EA was included in the analytical model. If the interaction coefficient was found to be significant, EA was confirmed to have a moderating effect on the relationship.

RESUT AND DISCUSSION

Table 1. Sample Demographic

Characteristics	Category	Frequency (N)	Percent (%)
Gender	Male	54	20.00
	Female	216	80.00
Age	17-25 years	173	64.07
	26-35 years	40	14.81
	36-45 years	42	15.56
	>46 years	15	5.56
Region	Java Island	130	48.15
	Sumatera Island	53	19.63
	Sulawesi Island	34	12.59
	Kalimantan Island	22	8.15
	Bali & Nusa Tenggara	17	6.30
	Maluku & Papua	14	5.19
Occupation	Student	136	50.37
	Private Employee	56	20.74
	Enterpreneur	42	15.56
	Civil Servant	24	8.89
	Others	12	4.44
Educational Background	High School or Equivalent	125	46.30
	Bachelor's Degree	103	38.15
	Master's Degree	33	12.22

	Diploma/Vocational	5	1.85
	Others	2	0.74
Monthly Income	Rp 1,000,001 – Rp 3,500,000	143	52.96
	Rp 3,500,001 – Rp 6,000,000	40	14.81
	Rp 6,000,001 – Rp 8,500,000	33	12.22
	Rp 8,500,001 – Rp 11,000,00	21	7.78
	> Rp 11,000,001	33	12.22

Data were collected from 270 respondents across various regions in Indonesia using purposive sampling to identify consumers with purchase intentions toward environmentally friendly skincare products, particularly Avoskin. The majority of respondents were female (80%), while male respondents accounted for 20% of the sample. This composition reflects the dominant market trend in skincare, where women are more actively engaged in skincare routines and tend to be more concerned with sustainability-related aspects.

In terms of age distribution, most respondents fell within the 17–25 age group (64.07%). This demographic represents a younger generation that is familiar with environmental issues and actively engages with digital platforms, making them a primary target for value-based marketing campaigns. Geographically, the respondents were distributed across multiple islands in Indonesia, with the highest concentration in Java (48.15%), followed by Sumatra (19.63%), Sulawesi (12.59%), Kalimantan (8.15%), Bali and Nusa Tenggara (6.30%), and Maluku and Papua (5.19%). This distribution indicates a broad reach in data collection, though it remains centered on regions with greater digital accessibility.

Regarding occupation, students constituted the largest group (50.37%), followed by private-sector employees (20.74%), entrepreneurs (15.56%), civil servants (8.89%), and other professions (4.44%). This composition highlights the significant participation of younger individuals and early-career professionals who have access to digital information and exposure to environmental issues.

The respondents educational background indicates a strong capacity to comprehend sustainability-related topics. A total of 46.30% of respondents were high school graduates, 38.15% held a bachelor's degree, and 12.22% had completed a master's degree. A small portion had vocational or other educational backgrounds.

In terms of monthly income, the majority (52.96%) reported earning between Rp 1,000,001 and Rp 3,500,000. Approximately 12.22% of respondents were in the highest income bracket (above Rp 11,000,001), while the remaining participants were spread across other income ranges. These findings suggest that most respondents fall within the lower-middle income category but still exhibit interest in products that promote environmentally friendly values.

Outer Model (Measurement Model) Evaluation

Table 2. Construct Reability and Convergent Validity

Construct	Items	Outer Loading	Cronbach's Alpha	CR	AVE
EA	EA1	0.579167	0.605556	0.633333	0.501389
	EA2	0.568056			
	EA3	0.626389			
	EA4	0.585417			
GPI	GPI1	0.629167	0.6375	0.652083	0.524306
	GPI2	0.538889			
	GPI3	0.611111			
	GPI4	0.603472			
	GPI5	0.629167			

GPQ	GPQ1	0.608333	0.628472	0.645139	0.503472
	GPQ2	0.533333			
	GPQ3	0.60625			
	GPQ4	0.60625			
	GPQ5	0.598611			
GPV	GPV1	0.506944	0.648611	0.654167	0.386111
	GPV2	0.505556			
	GPV3	0.497917			
	GPV4	0.525			
	GPV5	0.544444			
	GPV6	0.518056			
	GPV7	0.488194			
	GPV8	0.514583			
	GPV9	0.529167			
	GPV10	0.502083			
	GPV11	0.508333			
	GPV12	0.548611			
	GPV13	0.536806			

This study employed four key statistical indicators to assess reliability: Outer Loadings, Cronbach's Alpha, Composite Reliability (CR), and Average Variance Extracted (AVE). These indicators evaluate the internal consistency and convergent validity of the constructs: Environmental Awareness (EA), Green Purchase Intention (GPI), Green Perceived Quality (GPQ), and Green Perceived Value (GPV), as shown in Table 2.

In general, all item indicators for the four constructs exceeded the minimum threshold of 0.70 for outer loading, indicating that each item significantly contributes to its respective latent construct. The outer loading values for EA ranged from 0.818 to 0.902, demonstrating a strong correlation between each indicator and the construct. Additionally, Cronbach's Alpha of 0.872 and CR of 0.912 confirm strong internal consistency, while an AVE of 0.722 indicates a high level of convergent validity.

The GPI construct consists of five indicators with high and stable outer loading values ranging from 0.776 to 0.906. The highest values were recorded by GPI1 and GPI5 (0.906 each). The construct shows excellent reliability with a Cronbach's Alpha of 0.918 and CR of 0.939. An AVE of 0.755 further supports strong convergent validity, indicating that over 75% of the variance in the indicators is explained by the latent variable.

For GPQ, all five indicators exceeded the 0.70 threshold, with outer loadings ranging from 0.768 to 0.876. Cronbach's Alpha of 0.905 and CR of 0.929 demonstrate high internal consistency, while the AVE of 0.725 confirms acceptable convergent validity.

The GPV construct, which includes 13 indicators, presented a broader range of outer loadings between 0.703 and 0.790. Despite the wider range, all indicators still meet the minimum requirement. GPV has a Cronbach's Alpha of 0.934 and CR of 0.942, indicating excellent reliability. Although the AVE value of 0.556 is slightly lower compared to the other constructs, it remains above the minimum threshold of 0.50, suggesting acceptable convergent validity.

Table 3. Discriminant validity (Fornel-Larcker creation)

Variable	EA	GPI	GPQ	GPV
EA	0.850			
GPI	0.621	0.869		
GPQ	0.590	0.433	0.851	
GPV	0.501	0.556	0.363	0.745

Discriminant validity in this study was assessed using the Fornell-Larcker Criterion, a widely applied method in Partial Least Squares Structural Equation Modeling (PLS-SEM). This approach requires that the square root of the Average Variance Extracted (AVE) for each construct should be greater than its correlations

with any other construct in the model. When this condition is met, it indicates that each construct is empirically distinct and not significantly overlapping with others.

The results of the discriminant validity test, as presented in Table 3, show that all constructs in the model satisfy the Fornell-Larcker Criterion. The square root of the AVE for Environmental Awareness (EA) is 0.850, which is greater than its correlations with Green Purchase Intention (GPI) (0.621), Green Perceived Quality (GPQ) (0.590), and Green Perceived Value (GPV) (0.501). The GPI construct has a square root of AVE of 0.869, exceeding its correlations with EA (0.621), GPQ (0.433), and GPV (0.556). Similarly, GPQ demonstrates a square root of AVE of 0.851, higher than its correlations with EA (0.590), GPI (0.433), and GPV (0.363). Meanwhile, GPV shows a square root of AVE of 0.745, which is consistently higher than its correlations with EA (0.501), GPI (0.556), and GPQ (0.363). These differences indicate that each construct statistically explains its own variance more strongly than it shares variance with other constructs, thereby confirming adequate discriminant validity.

Inner Model (Structural Model) Evaluation

The evaluation of the inner model was conducted by examining the R-Square (R^2) and Adjusted R-Square values of the endogenous constructs in the research model. The R-Square value indicates the proportion of variance in the dependent variable that can be explained by the independent variables. According to Ghozali & Latan (2015), an R-Square value of 0.75 is considered strong, 0.50 is moderate, and 0.25 is weak.

The R-Square results for each construct are presented in Table 4 below:

Table 4. R-square

	R-square	**R-square adjusted**
GPI	0.481	0.473
GPV	0.132	0.129

As shown in Table 4, the Green Purchase Intention (GPI) construct has an R-Square value of 0.481, indicating that 48.1% of the variance in GPI can be explained by the independent variables in the model. The Adjusted R-Square value of 0.473 reflects a minimal reduction due to the number of predictors and sample size, suggesting that the model is stable and free from overfitting. Based on this result, the predictive ability of the model for GPI is classified as moderate.

In contrast, the Green Perceived Value (GPV) construct shows a much lower R-Square value of 0.132, meaning that only 13.2% of the variance in GPV is explained by the preceding constructs in the model. The Adjusted R-Square value of 0.129 also confirms the relatively limited explanatory power. This indicates that the model's predictive strength for GPV is weak.

Table 5. Path Coefficients (Direct Effects)

Path	**Original sample (O)**	**T statistics**	**P values**	**Conclusion**
GPQ → GPI	0.166	2.675	0.004	Supported
GPQ → GPV	0.363	6.001	0.000	Supported
GPV → GPI	0.309	5.066	0.000	Supported

The analysis of direct effects was conducted by examining the values of path coefficients, t-statistics, and p-values generated through the bootstrapping procedure in the structural model. A relationship is considered statistically significant if the t-statistic exceeds 1.64 and the p-value is below 0.05, indicating support for the proposed hypothesis at a 5% significance level (one-tailed).

H1: Green Perceived Quality (GPQ) → Green Purchase Intention (GPI)

The direct relationship between GPQ and GPI is statistically significant, with a path coefficient of 0.166, a t-statistic of 2.675, and a p-value of 0.004. These results suggest that higher perceived quality of green products positively contributes to consumers' intention to purchase such products. Therefore, H1 is supported.

H2: Green Perceived Quality (GPQ) → Green Perceived Value (GPV)

The path coefficient for the relationship between GPQ and GPV is 0.363, with a t-statistic of 6.001 and a p-value of 0.000, indicating a strong and significant direct effect. This means that when consumers perceive a product as being of high green quality, they are more likely to perceive it as valuable. Therefore, H2 is supported.

H3: Green Perceived Value (GPV) → Green Purchase Intention (GPI)

The direct effect of GPV on GPI is also significant, with a path coefficient of 0.309, a t-statistic of 5.066, and a p-value of 0.000. This demonstrates that the more value consumers perceive in green products, the greater their intention to purchase them. Therefore, H3 is supported.

These findings indicate that all three direct effect hypotheses are statistically supported, confirming the hypothesized positive relationships among the constructs in the model.

Mediation Analysis

Mediation effect testing was conducted using the bootstrapping method to analyze the significance of indirect relationships between variables. The hypothesis is accepted if the t-statistic exceeds 1.64 and the p-value is less than 0.05, indicating a statistically significant indirect effect at the 5% significance level. The results from Table 6 are interpreted as follows:

Table 6. Specific Indirect Effect

Path	Original sample (O)	T statistics	P values	Hypothesis Supported?	Specific Indirect Effect
GPQ → GPV → GPI	0.112	3.751	0.000	Supported	Partial Mediation

H4: Green Perceived Quality (GPQ) → Green Perceived Value (GPV) → Green Purchase Intention (GPI)

The bootstrapping results indicate a significant indirect relationship between GPQ and GPI through GPV, with a t-statistic value of 3.751 (> 1.64), a p-value of 0.000 (< 0.05), and a path coefficient of 0.112. These findings confirm that the mediation effect is statistically significant. Therefore, H4 is supported.

Additionally, the direct relationship between GPQ and GPI was also found to be significant (path coefficient = 0.166, p-value = 0.004). Based on the classification proposed by Hair et al (2014) this condition indicates a complementary mediation, where both the direct and indirect effects are significant and point in the same direction (positive).

This suggests that Green Perceived Value plays a partial mediating role in the relationship between Green Perceived Quality and Green Purchase Intention. It strengthens the influence of quality perception by enhancing the consumer's overall value assessment of green products. In this case, GPV serves as a cognitive construct that not only channels but also reinforces the influence of GPQ on consumer purchase intentions in the context of environmentally friendly products.

Moderation Analysis

The moderation analysis was conducted to examine whether Environmental Awareness (EA) moderates the relationship between Green Perceived Quality (GPQ) and Green Purchase Intention (GPI). The hypothesis is considered supported if the t-statistic exceeds 1.64 and the p-value is below 0.05, indicating a statistically significant moderation effect at the 5% level. The results presented in Table 7 are interpreted as follows:

Table 7. Moderation Effect

Path	Original Sample (O)	T statistics	P values	Conclusion
EA x GPQ → GPI	0.118	2.406	0.008	Supported

H5: Environmental Awareness (EA) x Green Perceived Quality (GPQ) → Green Purchase Intention (GPI)

The analysis reveals that the interaction effect between EA and GPQ on GPI is statistically significant, with a t-statistic of 2.406 (> 1.64) and a p-value of 0.008 (< 0.05). The interaction term also has a positive path coefficient of 0.118, indicating that the relationship between Green Perceived Quality and Green Purchase Intention becomes stronger when Environmental Awareness is high. Therefore, H5 is supported.

This finding suggests that Environmental Awareness positively moderates the relationship between GPQ and GPI. In other words, consumers who are more environmentally aware are more likely to translate their positive perception of green product quality into stronger

purchase intentions. The role of EA here is to amplify the effect of perceived product quality on green purchasing behavior. This moderation effect highlights the importance of promoting environmental consciousness among consumers, as it enhances the effectiveness of perceived quality in driving sustainable consumption decisions.

Effect Size (f^2)

Following the analysis of the moderating effect, which confirmed that Environmental Awareness (EA) significantly moderates the relationship between Green Product Quality (GPQ) and Green Purchase Intention (GPI), the next step involves assessing the effect size (f^2) to determine the substantive impact of each predictor variable on the dependent variable.

According to Cohen (1988), the f^2 values can be interpreted as follows: 0.02 indicates a small effect size, 0.15 represents a medium effect, and 0.35 indicates a large effect. These thresholds are widely accepted and frequently referenced in structural equation modeling (SEM) studies to evaluate the strength of predictor variables.

Table 8. F-square

	EA	GPI	GPQ	GPV	EA x GPQ
EA		0.204			
GPI					
GPQ		0.022		0.152	
GPV		0.135			
EA x GPQ		0.022			

Based on the results presented in Table 8, Environmental Awareness (EA) demonstrates an effect size of 0.204 on Green Purchase Intention (GPI), which falls within the medium effect category. This indicates that EA has a meaningful and substantive contribution in explaining the variance in GPI.

Green Product Quality (GPQ), on the other hand, shows a smaller effect size of 0.022 on GPI. Although the effect is classified as small, it remains significant in contributing to consumers' purchase intentions when considered alongside other predictors. Likewise, the interaction effect between EA and GPQ (EA × GPQ), which represents the moderation, also shows an f^2 value of 0.022, signifying a small moderating effect. Nevertheless, its statistical significance confirms the importance of EA in shaping how product quality influences green purchase decisions.

Additionally, Green Perceived Value (GPV) yields an f^2 value of 0.135 toward GPI, which borders between small and medium effect sizes, indicating that the perceived value of green products also plays an important role in influencing consumers' intentions.

Although some predictor variables exhibit small effect sizes, their inclusion in the model is theoretically meaningful. Particularly in behavioral and consumer research, small yet significant effects can offer valuable insights, especially when dealing with complex interactions and latent constructs.

Simple Slope Analysis

To further interpret the significant moderating effect of Environmental Awareness (EA) on the relationship between Green Product Quality (GPQ) and Green Purchase Intention (GPI), a simple slope analysis was conducted. This technique helps visualize and interpret how the strength and direction of the relationship between GPQ and GPI vary across different levels of the moderator (EA).

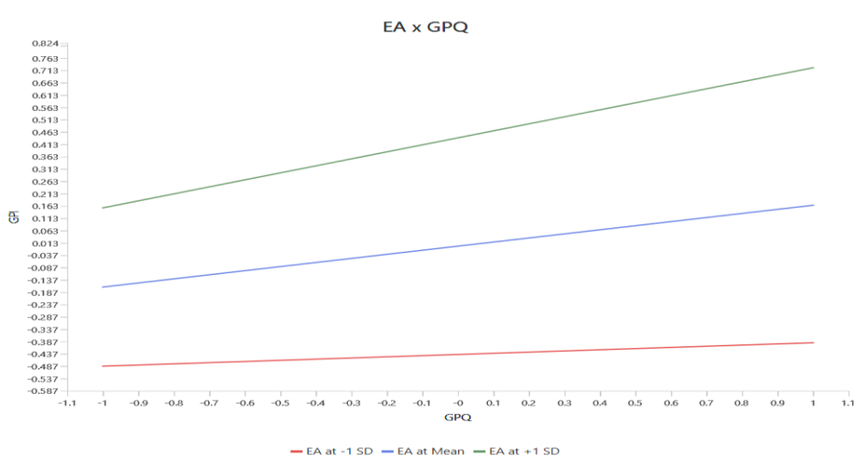

Figure 2. Simple Slope Analysis

As shown in Figure 2, the slope of the relationship between GPQ and GPI becomes steeper as the level of EA increases. Specifically, the graph displays three lines representing:

- Low Environmental Awareness (−1 SD) – red line
- Moderate/Mean Environmental Awareness (Mean) – blue line
- High Environmental Awareness (+1 SD) – green line

The interaction plot clearly illustrates that GPQ has a stronger positive effect on GPI when EA is high. At low levels of EA, the effect of GPQ on GPI is relatively weak, as indicated by the flatter red slope. Conversely, when EA is high, the positive influence of GPQ on GPI becomes notably stronger, evidenced by the steeper green slope. This visual pattern supports the hypothesis that EA enhances the effect of product quality on consumers' green purchase intentions.

These findings further reinforce the moderating role of EA, suggesting that environmentally aware consumers are more responsive to green product quality when forming purchase intentions.

DISCUSSION

The Influence of Green Perceived Quality on Green Purchase Intention

This study demonstrates a positive and significant influence of Green Perceived Quality (GPQ) on Green Purchase Intention (GPI), with a path coefficient value of 0.27. This indicates that consumers' perception of the quality of environmentally friendly products is a key factor in driving their intention to purchase green products. GPQ refers to consumers' perception of the extent to which a green product possesses high quality, in terms of effectiveness, safety, durability, and overall benefits compared to conventional products.

In the context of Avoskin, GPQ is highly relevant, as the brand consistently emphasizes quality grounded in sustainability. Avoskin is known for using natural ingredients such as aloe vera extract, tea tree, kiwi, mandarin orange, damask rose, and raspberry, which are not only considered safe and effective but also support environmental conservation. Avoskin's products offer transparency in ingredient sourcing, carry cruelty-free certifications, and are free from harmful substances such as parabens, alcohol, and silicones. These attributes send a strong signal to consumers that Avoskin products are not only functionally high-quality but also ethical and environmentally responsible.

According to the Theory of Planned Behavior (Ajzen, 1991), attitude toward a behavior is one of the main determinants of the intention to perform that behavior. The perception that Avoskin is a high-quality green product contributes to forming a positive consumer attitude toward purchasing the product. When consumers believe that Avoskin products are not only safe and effective but also contribute to environmental sustainability, they feel more confident in their purchasing decisions, thereby increasing their purchase intention.

These findings are consistent with research conducted by Gil & Jacob (2018), which found that GPQ significantly influences Green Purchase Intention through enhanced green satisfaction and green trust. In the context of Avoskin, feelings of satisfaction and trust arise because the products are not only effective for skincare but also embody moral and ethical values appreciated by consumers. Moreover, Cheung et al (2015) found in their study that perceived quality has a direct and significant impact on purchase intention toward environmentally friendly products. This suggests that the higher the perceived quality of a green product, the greater the consumer's intention to purchase it. These findings reinforce the notion that perceived quality is one of the main drivers in shaping purchase intention for green products. This is further supported by Wasaya et al (2021), who found that green perceived quality has a direct and significant effect on green purchase intention. These results underscore the important role of consumers' perception of green product quality in enhancing their purchase intentions.

The Influence of Green Perceived Quality on Green Perceived Value

This study found that Green Perceived Quality (GPQ) has a positive and significant influence on Green Perceived Value (GPV), with a path coefficient value of 0.363. This indicates that the higher consumers' perception of the green quality of a product, the greater the green value they perceive from that product. This perceived value encompasses functional benefits (such as product effectiveness and safety), emotional benefits (feelings of satisfaction and pride), and social benefits (self-image as environmentally conscious individuals).

In the context of the Avoskin brand, GPQ significantly contributes to the formation of GPV, as the brand offers not only beauty products but also ethical and sustainability-driven values. Avoskin actively engages in various environmental programs, such as packaging recycling campaigns in collaboration with Waste4Change, donations for forest restoration efforts in Indonesia, and the use of eco-friendly packaging such as glass bottles and organically cultivated active ingredients.

When consumers realize that Avoskin products are not only safe and effective but also

support environmental causes they care about, the perceived value of these products increases significantly. This value extends beyond skincare results to include moral satisfaction, as consumers feel they are contributing to environmental conservation.

Within the framework of the Theory of Planned Behavior (TPB), GPV plays a role in shaping consumer attitudes toward purchasing behavior. A positive attitude toward green products that deliver greater value will enhance consumers' purchase intentions. This finding is supported by a study by Cheung et al (2015)), which showed that green perceived quality significantly enhances green perceived value, which in turn fosters trust and purchase intentions toward green products. Weisstein et al (2014) further reinforce this conclusion by stating that green perceived quality increases green perceived value, which mediates green purchase intentions. Therefore, green perceived quality emerges as a key factor in shaping consumers' perceived value and encouraging the adoption of environmentally friendly products.

The Influence of Green Perceived Value on Green Purchase Intention

The results of this study indicate that Green Perceived Value (GPV) has a positive and significant effect on Green Purchase Intention (GPI), with a path coefficient value of 0.456. This finding suggests that when consumers perceive high value in green products, their likelihood of purchasing such products increases accordingly. GPV represents consumers' overall evaluation of the benefits derived from green products, including functional, emotional, and social benefits.

In the context of Avoskin products, this relationship is particularly relevant. Avoskin consistently communicates its commitment to sustainability, safe ingredients, and advocacy for environmental and social issues. Consumers using Avoskin products not only gain functional skincare benefits such as brightening the skin, improving texture, and reducing acne but also experience emotional benefits in the form of satisfaction from using environmentally responsible products. Additionally, they derive social benefits, such as enhanced self-image from supporting a local brand that upholds sustainability and social responsibility.

Within the framework of the Theory of Planned Behavior (TPB), GPV influences the component of "attitude toward the behavior." This attitude is formed when consumers evaluate the act of purchasing products like Avoskin as not only personally beneficial but also aligned with their environmental and ethical values. As a result, the higher the perceived value of Avoskin products, the more positive the consumer's attitude toward purchasing green products ultimately increasing purchase intention.

This finding is supported by Yadav & Pathak (2016), who emphasized that perceived value has a significant impact on green purchase intention, as it reinforces positive attitudes toward the consumption of environmentally friendly products. In the case of Avoskin, this is clearly evident, as the brand not only offers products but also promotes a narrative of responsible, sustainable living. Consumers feel they are part of a larger movement—one that contributes to the preservation of the planet through mindful consumption choices. Furthermore, Tian et al (2022) demonstrated that green perceived value is one of the key determinants significantly enhancing green purchase intention, underscoring the critical role of value perception in shaping consumer purchase behavior. In the case of Avoskin, consumers who perceive the products as high-quality (natural, safe, and effective) ultimately consider them highly valuable, which in turn strengthens their intention to repurchase or even recommend the products to others.

Based on the questionnaire results, the majority of respondents reported feeling satisfied, proud, and morally uplifted after using Avoskin products. This confirms that high GPV serves as a major driving force behind GPI. Therefore, in Avoskin's future marketing strategies, it is essential to continue emphasizing the functional and emotional values embedded in its products, while also nurturing the emotional connection between the brand and environmentally conscious consumers.

The Mediating Role of Green Perceived Value in the Relationship Between Green Perceived Quality and Green Purchase Intention

This section discusses the role of Green Perceived Value (GPV) as a mediator between Green Perceived Quality (GPQ) and Green Purchase Intention (GPI). Based on the results of data analysis, GPV is found to significantly mediate this relationship, with a path coefficient value of 0.231. This finding suggests that consumers' perceived quality of green products affects purchase intention not only directly but also indirectly through an increase in perceived value.

Within the framework of the Theory of Planned Behavior (TPB), this relationship illustrates how beliefs about product attributes (such as quality) shape positive attitudes (through perceived value), which subsequently influence purchase intention. In the context of Avoskin, when consumers perceive the brand's products to be of high quality—such as those made with natural active ingredients, cruelty-free practices,

environmentally friendly packaging, and a commitment to zero-waste principles—this perception enhances the value they attribute to the products. This value encompasses aesthetic, psychological, and environmental benefits, as well as contributions to the broader community.

This perceived value, in turn, fosters a positive attitude toward purchasing Avoskin products and ultimately strengthens the intention to purchase. This means that consumers choose Avoskin not only for its quality but also for the "added value" it provides in their lives. This is particularly relevant in the modern cosmetics market, where ethical and sustainable aspects are increasingly important to consumers.

The study by Leonardo & Riza (2023)supports this finding by stating that GPV can enhance green satisfaction and green product quality, which in turn increase both GPV and GPI. In their study, consumers who felt satisfied with and trusted a brand tended to perceive higher value in its products. This aligns with how Avoskin builds its brand through ingredient transparency, open communication, and a community-oriented approach.

In this study, GPV is shown to be a partial mediator, as GPQ still has a direct effect on GPI. This implies that while maintaining high product quality is essential for Avoskin to remain a trusted and well-regarded brand, maximizing purchase intention also requires continuous communication and enhancement of perceived value. This can be achieved by expanding environmental education initiatives, collaborating with activists, and engaging consumers in meaningful green movements.

The Role of Environmental Awareness in Moderating the Relationship Between Green Perceived Quality and Green Purchase Intention

The results of this study indicate that Environmental Awareness (EA) plays a significant moderating role in the relationship between Green Perceived Quality (GPQ) and Green Purchase Intention (GPI). These findings emphasize that the higher the level of environmental awareness among consumers, the stronger the impact of perceived quality on their intention to purchase environmentally friendly products. In other words, even when the perceived quality of a green product is high, its effect on purchase intention will be significantly stronger if the consumer also has a high level of environmental awareness.

Within the framework of the Theory of Planned Behavior (TPB) developed by Ajzen (1991), Environmental Awareness can be seen as an external factor that strengthens subjective norms and attitudes toward behavior. Consumers with high environmental awareness tend to have a more positive attitude toward purchasing green products because they recognize the importance of personal consumption in environmental conservation. They are also driven by social and moral norms to choose products that are ecologically responsible. When they perceive a product as high-quality, their confidence in that choice is reinforced, thereby enhancing their intention to purchase it.

In the context of Avoskin, the role of EA is particularly significant, as the brand actively positions itself as a pioneer of local clean beauty that is both environmentally friendly and ethical. Avoskin not only offers products with natural ingredients and eco-friendly packaging but also implements various sustainability initiatives, such as campaigns for plastic waste reduction, collaborations with conservation organizations, and consumer education on sustainable skincare. As a result, Avoskin's products are more appreciated by consumers with high environmental awareness. These consumers are more responsive to the quality claims made by Avoskin and are more likely to use their perception of quality as a solid basis for purchasing the products.

The study by Wasaya et al. (2021) supports this finding by demonstrating that EA strengthens the relationship between GPQ and GPI. In this regard, Avoskin has effectively leveraged this gap through its branding strategy, consistently highlighting the sustainability narrative. The brand not only sells products but also promotes its environmental commitment, indirectly shaping the social norms of young, urban consumers who are ecologically conscious. Avoskin's products become more than just skincare they become a symbol of participation in the green living movement.

A concrete example of this is Avoskin's launch of initiatives such as the #LoveAvoskinLoveEarth campaign, aimed at raising environmental awareness. This campaign encourages consumers to be more selective in choosing skincare products and to reduce the use of disposable cotton pads. Additionally, the #MulaiDariMejaRias campaign encourages the public to be more aware and engaged in environmental action through simple steps starting from their vanity tables. This is a tangible manifestation of the moderating effect of EA: consumers with high environmental awareness not only evaluate products based on quality (e.g., the effectiveness of active ingredients) but also consider how the brand aligns with their environmental values. Thus, the higher the EA, the greater the effect of GPQ on GPI because high quality is seen not only as product efficacy but also as a contribution to sustainability.

Therefore, EA acts as a reinforcement in the relationship between GPQ and GPI, and in

the context of Avoskin, this finding provides strong practical implications. Avoskin's marketing strategy can be further directed toward market segments with high EA, such as Gen Z and urban millennials who are active on social media and follow environmental issues. Educational campaigns and collaborations with green communities can also expand reach and strengthen the perception that Avoskin is both an ethical and high-quality choice.

Although EA does not directly influence purchase intention, its role in strengthening the relationship between perceived quality and purchase intention makes it a strategic variable that should be given attention in the formulation of communication and marketing strategies for green products like Avoskin. In the context of Indonesia, where environmental awareness is still developing, Avoskin can play the role of a social change agent, not only selling quality products but also shaping consumers who are environmentally conscious and responsible.

CONCLUSION AND RECOMMENDATION

The conclusion of this study reveals that Green Perceived Quality (GPQ) has a positive and significant influence on Green Purchase Intention (GPI), both directly and indirectly through Green Perceived Value (GPV) as a mediating variable. Consumers who perceive products such as Avoskin to have high green quality are more likely to experience enhanced value from functional, emotional, and social aspects, which subsequently motivates their intention to purchase these products. Furthermore, Environmental Awareness (EA) has been proven to strengthen the relationship between GPQ and GPI. Consumers with higher levels of environmental awareness demonstrate a stronger purchase intention toward environmentally friendly products. This suggests that consumers who prioritize sustainability are not only more likely to recognize the high quality of green products but are also more inclined to act on these perceptions by making a purchase.

Given these findings, it is recommended that Avoskin continue to maintain and consistently communicate the quality of its products, particularly the sustainability aspects such as the use of natural ingredients, eco-friendly packaging, and ethical production practices. This would ensure that Avoskin retains its competitive edge in the market and remains aligned with the growing trend of environmental consciousness among consumers. Moreover, Avoskin should place greater emphasis on education and awareness campaigns aimed at further cultivating environmental awareness among consumers. Such initiatives could include providing more information about the environmental impact of their products, the importance of sustainable beauty practices, and how consumers can make a positive contribution to the environment through their purchasing decisions.

To strengthen the perceived value of the products, Avoskin could also explore creating more direct engagement with consumers, fostering a sense of community, and empowering consumers to feel that their purchases are part of a larger effort to protect the planet. Developing loyalty programs or campaigns that reward eco-friendly behavior could also enhance consumer attachment to the brand. When consumers feel that their purchases are contributing to a cause they care about, their emotional connection to the brand grows, further reinforcing their purchase intentions and long-term loyalty.

Additionally, as environmental awareness plays such a crucial role in the purchase decision-making process, Avoskin should target marketing efforts at segments with high environmental awareness, particularly younger generations such as Generation Z and millennials who are more attuned to sustainability and ethical consumption. These groups are active on social media and are likely to be influencers within their circles. Leveraging social media platforms for eco-friendly campaigns, partnerships with environmental organizations, and collaboration with influencers who share similar values could significantly amplify Avoskin's message.

The findings also suggest that integrating sustainability and quality in marketing messages should go beyond product features to include the brand's commitment to ethical practices. Consumers today increasingly seek brands that align with their own values, and they are more willing to purchase products that they perceive as contributing positively to the environment. Therefore, Avoskin's brand positioning should consistently reinforce its role as a responsible, green beauty brand that not only provides high-quality products but also champions sustainability and ethical beauty practices.

In conclusion, combining quality, perceived value, and environmental awareness will be key to Avoskin's success in strengthening its position as a leading green beauty brand with a high level of market competitiveness. By continuing to build and communicate these pillars, Avoskin will not only secure customer loyalty but will also play a critical role in shaping the future of sustainable beauty in the broader market. It is crucial that Avoskin recognizes the interdependent relationship between these factors and strategically incorporates them into its branding, marketing, and product development to achieve long-term success.

This integrated approach will allow Avoskin to effectively capture the growing demand for eco-conscious products while creating a deeper connection with a more environmentally aware consumer base.

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