

## **Examining the Moderating Effect of Perceived Price on Factors Influencing Green Purchasing Decisions**

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### **Abstrak**

Dengan teknologi saat ini, masyarakat lebih mudah untuk memenuhi kebutuhan dan keinginannya, akibatnya peningkatan pola konsumsi masyarakat. Pola konsumsi yang meningkat menjadi salah satu penyebab permasalahan lingkungan seperti meningkatnya tumpukan sampah, dan berakhir dengan polusi air, tanah dan udara serta perubahan iklim dan pemanasan global. Penelitian ini bertujuan untuk mengetahui faktor-faktor yang mendasari *green consumer* di Indonesia dalam memutuskan untuk membeli produk hijau untuk memenuhi keinginan dan kebutuhan mereka. Penelitian ini merupakan penelitian kuantitatif dengan data primer. Penelitian ini melakukan kajian empiris melalui survei kuesioner. Dalam penelitian ini, peneliti menggunakan 198 responden yang merupakan konsumen *Green Cosmetics*. Penelitian ini menggunakan pemodelan persamaan struktural (SEM) untuk menguji hipotesis. Hasil penelitian ini menunjukkan bahwa kualitas yang dirasakan hijau dan kepercayaan hijau memiliki dampak yang signifikan pada keputusan pembelian *green product*. Selain itu, *green trust* mampu memediasi hubungan antara *green perceived quality* dan keputusan pembelian *green product*. Sementara, *perceived price* memoderasi *green trust* tidak signifikan terhadap *purchasing decision on green product*.

Kata kunci : *green perceived quality; green trust; perceived price; purchasing decision on green product*.

### **Abstract**

With today's technology, it is easier for people to fulfil their needs and desires, as a result is an increase in people's consumption patterns. The increasing consumption pattern is the one of the causes of environmental problems such as increasing piles of garbage, and end up with water, soil and air pollution as well as climate change and global warming. This study aims to determine the factors that underlie green consumers in Indonesia in deciding to purchase green products to meet their wants and needs. This research is quantitative research with primary data. This study undertakes an empirical study by means of questionnaire survey. In this study, researchers used 198 respondents who are consumers of Green Cosmetics. This study uses structural equation modelling (SEM) to test the hypotheses. The results of this study indicate that green perceived quality and green trust has a significant impact on purchasing decisions for green products. In addition, green trust mediates the relationship between green perceived quality and green product purchasing decisions. While, perceived price moderates the influence of green trust is not significant to the green product purchasing decisions.

**Keywords:** *green perceived quality; green trust; perceived price; purchasing decision on green product.*

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## INTRODUCTION

Industrial Revolution 4.0 is marked by rapid developments in current technology. The era of Industrial Revolution 4.0 is able to change people's consumption patterns through technological developments. With current technology, it is easier for people to fulfill their daily needs such as ordering food, vehicles and goods or services online. People can choose and compare products and prices easily. Then, they are also given various conveniences in terms of transactions starting from the payment process to delivery. As a result, this convenience causes people's consumption patterns to increase and this convenience can have a negative effect on the environment. Consumers will become consumptive because they will buy products/services that are not really needed which in the end will only become waste. According to data the amount of waste generated in Indonesia in 2024 will reach 34 million tons of waste/year. Of the 34 million tons of waste generated, 20 million tons of waste have been managed while 14 million tons of waste has not been managed properly. Then from that data, households contributed the largest amount of waste at 53.74% (SIPSN, 2024). This data shows that public consumption plays an important role in the increasing pile of waste.

The increasing accumulation of waste will result in environmental pollution such as water, land, air pollution, climate change and global warming. Finally, environmental pollution should be a major issue that must be given special attention, especially for companies that produce goods and services needed by consumers. Companies need to quickly explore, research and develop environmentally friendly products or green products to overcome environmental pollution problems. Green products are products/services that are produced in a way that does not damage the environment, are made from recycled materials, are not harmful to health, or products that can be recycled so as to reduce the amount of waste (Winarni, 2024). According to previous research, green products are believed to help achieve environmental sustainability (Rohmah & Masud, 2024). Consuming green products is one way to facilitate sustainable development.

Sustainable development is a development that can meet current needs without reducing the ability of future generations to meet their own needs. There are four dimensions of sustainable development, namely society, environment, culture and economy, which are interrelated and not separate. "Sustainable" is a paradigm for thinking about a future where environmental, social and economic considerations are balanced in the pursuit of improving the quality of life (Husaini et al., 2023). Therefore, to achieve the goal of sustainable development, companies can play a role by developing various environmentally friendly products, especially products that are essential to meet consumer needs. One Essential Product that can be developed by companies to meet consumer needs are cosmetic products such as skin care, hair care, make-up, and perfume. According to Chief Executive Officer (CEO) Social Bella, John Marco said that he is optimistic that the beauty market in Indonesia has the potential to grow (Marco, 2022). Quoting from Statista, John mentioned that the beauty and personal care market in Indonesia estimated to reach US\$ 9.17 billion in 2024 and will grow to US\$ 12 billion in 2030 (Statista, 2025). This growth reflects that in Indonesia, the cosmetics market is large and very developing. The development of the cosmetics market has led companies to develop environmentally friendly cosmetic products or green cosmetics in Indonesia. This is because consumers are starting to consider health aspects which make them prefer products made from natural ingredients (Simão et al., 2022).

According to Puspasari et al., (2024) green cosmetics are produced with natural ingredients which of course are not only intended as essential care products for the human

body, but also aim to protect the environment, minimize pollution in the manufacturing process, and not carry out tests on animals. Consumers who understand and care about environmental sustainability will definitely choose environmentally friendly products to meet their needs for using cosmetics. Consumers who are aware of and care about environmental sustainability are called green consumers. Green consumers believe that the health of the earth is threatened and they must take concrete action by choosing environmentally friendly products to meet their daily needs (Roy, 2023). Green consumers who are aware of environmental problems tend to have a more positive attitude towards environmentally friendly products and they are more confident in the reliability of these products in overcoming environmental problems (Lopes et al., 2024). This belief creates a feeling of confidence that environmentally friendly products will bring benefits and will not damage the environment because green cosmetics are made from organic materials, and environmentally friendly packaging which of course will have an impact on reducing waste and products are produced by minimizing pollution. As a result, consumer confidence in green cosmetics or green trust plays an important role in influencing purchasing decisions. Trust is needed by someone before carrying out the purchasing process. Trust is a belief that another party is not manipulative, can be relied on, and is committed to his promises (Abraham et al., 2022). Trust is based on integrity, kindness, and competence. When consumer confidence increases, anxiety and uncertainty about the products consumed decrease, which has an impact on the strength of company integrity (Hartanti et al., 2024).

Therefore, consumers will trust using green products because they believe that green products have good credibility and are consistent in preserving the environment. Green consumers also consider that green cosmetics have good quality because basically, green cosmetics are produced using high-quality natural ingredients which do not have a negative impact on health and are environmentally friendly. These assumptions are called green perceived quality, which is a consumer's assessment of the superiority of an environmentally friendly product and can later influence green product purchasing decisions (Hartanti et al., 2024). Consumer assessment of overall product quality is called perceived quality. The ability of a product to be accepted by consumers when consumers are satisfied with the quality of the product. A high consumer assessment of the quality of a product implies that consumers have discovered the advantages and differences of a product from other similar products over a long period. Consumer assessment of the advantages and quality of a product related to environmentally friendly aspects is called green perceived quality. According to Wibowo et al., (2022) green perceived quality is an assessment given by consumers about the advantages of green products which can later influence green product purchasing decisions. So, if someone considers a product to be of good quality, of course, they will not hesitate to make a purchase.

Previous research conducted by Anjani & Perdhana, (2021) has conducted research that considers price as one of the factors that affect green product purchase decision. The result is *perceived price* able to affect green purchase decision. Then, research by Xu et al., (2024) produced findings showing that green trust influences interest in buying green products with perceived price as a moderating variable. Even though previous researchers have examined the factors that cause consumers to purchase environmentally friendly products, according to Testa et al., (2024) there is still little previous research that considers price as a factor that influences someone when buying green cosmetics. In fact, price is a very sensitive factor and contributes to environmentally friendly consumers because green cosmetics are more expensive than conventional products. Product price plays an important role in purchasing decisions. Some consumers place price as their first consideration when they want to buy a product (Testa et al., 2024). Price perception is the process of interpreting prices and evaluating products or services by consumers. Perceived price usually occurs when consumers look for information on a product. So, consumers do not evaluate the exact price of a product at the time of purchase and consider the product price to be cheap, reasonable or expensive based

on internal reference (Xu et al., 2024). Perceived price is the consumer's perception of what must be sacrificed to get a product or service. So, no matter how expensive or cheap a product or service is, as long as it is able to provide benefits, consumers are willing to sacrifice their money to buy the product or service. Perceived price is the consumer's perception of the relative price or sacrifice that must be made to obtain a product compared to the price or sacrifice of other similar products.

Hence, to explore this research, the author developed a theoretical framework that considers price as one of the decision-making factors for purchasing green cosmetics. Apart from that, previous research has examined a lot of factors that influence consumers' buying interest in green products. So, in this research, the author examines further what factors influence the decision to purchase green cosmetics. This research will propose and test a theoretical model that shows that green product knowledge and green perceived quality as independent variables, green trust as a mediating variable and perceived price as a moderator can influence green cosmetics purchasing decisions. Then, it is also hoped that this research will offer a new perspective on previous findings. It is also hoped that the research model proposed in this research will be able to help companies identify specific factors that have an impact on green product purchasing decisions.

## RESEARCH METHOD

This research is explanatory research which aims to test and explain the causal relationship between research variables through hypotheses testing. The approach taken in this research is a quantitative research approach. In this research, the author will discuss factors that influence green product purchasing decisions, including green perceived quality, green trust, and perceived price. The unit of analysis in this research is at the consumer level. The research specifications aim at consumers who have experience purchasing green cosmetics in Indonesia. The data used in this research is primary data collected directly by filling out an online questionnaire via Google Forms. This study measures questionnaire items using a five-point Likert scale from 1 to 5 ratings with options from 'strongly disagree' to 'strongly agree'. The definition, hypotheses, and measurement of constructs in this study are explained as follows:

### *Green Perceived Quality*

Consumer assessment of the overall quality of the product is called perceived quality (Hartanti et al., 2024). The ability of a product can be accepted by consumers when consumers are satisfied with the quality of the product. The high consumer assessment of the quality of a product implies that consumers have found the advantages and differences of a product with other similar products for a long period of time. Consumer assessment of the advantages and quality of a product related to environmentally friendly aspects is called green perceived quality. According to Wibowo et al., (2022), green perceived quality which is an assessment given by consumers about the advantages Green Product which can later influence the purchase decision green product.

Green perceived quality is a consumer's assessment of the superiority of an environmentally friendly product. If someone considers the product to be of good quality, of course, they will not hesitate to make a purchase. Perceived quality is an assessment that comes from consumers regarding the overall superiority of a product. Perceived quality will later build an assessment of the quality of a product in the eyes of consumers. Perceived quality of a green product is the emergence of the assumption that the green product is produced with quality materials so that it does not have a negative impact on health and is friendly to the environment, which ultimately, as a result of this assumption is believed to influence purchasing decisions for a product. Previous research conducted by Hartanti et al., (2024) has shown that green perceived quality can increase a person's intention to purchase green products. Therefore, this study proposes the following hypothesis:

H1: Green perceived quality has a positive effect on purchasing decisions.

The following are indicators and research instruments for measuring green perceived quality. According to Wibowo et al., (2022) measuring green perceived quality includes five items, namely: (1) Consumers consider the quality of green cosmetics as the best benchmark in relation to concern for the environment; (2) The quality of green cosmetics is reliable in terms of environmental considerations; (3) The quality of green cosmetics is long-lasting in relation to environmental performance; (4) The quality of green cosmetics is very good with regard to environmental image; (5) The quality of green cosmetics is very professional which reflects the product's reputation that the product cares about the environment

#### **Green Trust**

Trust is required by a person before making the purchase process. Trust is a belief that the other party is not manipulative, reliable, and committed to his promises (Abraham et al., 2022). Trust is based on integrity, kindness, and competence. When consumer confidence increases, anxiety and uncertainty about the products consumed decrease, which has an impact on the strong integrity of the company (Hartanti et al., 2024). Therefore, consumers will believe using *Green Product* because they believe that *Green Product* have good credibility and are consistent in preserving the environment.

A person's belief in a product certainly cannot be based on past experiences if the consumer has no experience in purchasing the product. Hence, the perception of product quality will later be a consideration in influencing consumers in their purchasing decisions (Hartanti et al., 2024). Research conducted by Wibowo et al., (2022) has shown that green perceived quality helps increase mutual trust between consumers and sellers. Trust indicates the level of perceived reliability or confidence a consumer has in a person, event, object or process. Thus, positive consumer feelings about the reliability or quality of a product or service increase consumer confidence in the product. Therefore, this study proposes the following hypothesis:

H2: Green perceived quality has a positive effect on Green Trust.

Trust arises in the hope that someone will get their needs or desires according to what they expect. Green consumers believe that the products they consume do not damage the environment. Research conducted by Abraham et al., (2022) explains that green trust has a significant influence on purchasing decisions. Research conducted by Wulandari & Miswanto, (2022) also explains that green trust can influence someone when buying green products. This shows that consumers believe that green products can provide benefits to the environment so that consumers decide to buy green products. Hence, the author draws a temporary conclusion about the influence between these two variables and formulates the following hypothesis:

H3: Green trust has a positive effect on purchasing decisions.

In accordance with previous research conducted by Abraham et al., (2022) the green trust indicators in this study are as follows: (1) believe that the environmental image of green products is generally reliable, (2) think that the environmental function of green products is generally can be trusted, (3) believe that green product environmental care claims can be trusted, (4) suitability of environmentally friendly product performance.

#### **Perceived Price**

The price of the product plays an important role in the purchase decision. Some consumers put price as their first consideration when they want to buy a product (Wulandari & Miswanto, 2022). *Price perception* is the process of price interpretation and assessment of products or services by consumers (Testa et al., 2024). *Perceived price* It usually occurs when consumers are looking for information on a product. So consumers do not evaluate the exact price of a product at the time of purchase and consider the price of the product to be cheap, reasonable, or expensive based on internal reference prices (Xu et al., 2024). *Perceived price* is the consumer's perception of what must be sacrificed to get a product or service. So, no matter how expensive or cheap a product or service is, as long as it is able to provide benefits, consumers are willing to sacrifice their money to buy the product or service.

Basically, consumers use green perceived quality to assess the advantages of a green product. Consumer trust can be increased when companies provide better product quality. The higher the green perceived quality, the greater the consumer's confidence in green products. Green trust can later be used to translate green perceived quality into green product purchasing decisions. This shows that green trust is able to change green perceived quality into decisions to purchase green products. Consumers with green perceived quality have more confidence in the benefits of green products and they will be more interested in purchasing green products. Previous research conducted by Yoebrilanti & Putri, (2024) shows that green perceived quality is able to mediate the relationship between green product knowledge and the intention to buy green products. Therefore, the author draws temporary conclusions about the influence between these variables and formulates the following hypothesis:

H4: Green trust is able to mediate the relationship between green perceived quality and green product purchasing decisions.

Basically, prices for green products are different from conventional products. Prices for green products tend to be more expensive than conventional products. This is because making products that are safer for the environment requires relatively high costs compared to conventional products. Even though the price of green products is more expensive than non-environmentally friendly products, green consumers still buy green products because they believe that it is commensurate with the benefits obtained so bearing the additional costs is worth it (Wulandari & Miswanto, 2022). According to Xu et al., (2024) the price of green products which is more expensive than conventional products shows that green products are of high quality and have environmental protection functions and reliable benefits. As a result, green consumers are willing to pay a high price to buy green products. A series of surveys conducted by Anjani & Perdhana, (2021) show that consumers are willing to pay a premium price for environmentally friendly products. Therefore, the authors propose the following hypothesis:

H5: Green trust has a positive effect on green product purchasing decisions with perceived price as a moderating variable.

Product price plays an important role in purchasing decisions. Based on previous research conducted by Xu et al., (2024), perceived price is measured using the following indicators: (1) green products are expensive, (2) it costs a lot to buy green products, (3) green products are more expensive than other products with the same category, (4) the price of green products is more expensive than consumer expectations.

#### **Green Purchase Decision**

When a person wants to make a decision between several choices, consumers will select several choices so that they choose one option as a decision (Anjani & Perdhana, 2021). This shows that when a person can choose between buying a product or not, then a person is in the process of making a decision. According to Kotler & Armstrong, (2021) decision-making happens before the actual purchase and the impact will come to the process after making the purchase. The decision to purchase a product by consumers is a collection of a number of decisions taken and taken into consideration when purchasing a product.

One way that can be done to overcome environmental problems is to buy green products. In this research, researchers used five indicators adopted from Kotler & Armstrong, (2021) which include: (1) consumers are aware of the need for green products, (2) consumers will look for information about green products, (3) actions to evaluate alternative choices, (4) consumers make purchases, (5) consumers are satisfied with the purchases made.

## **RESULTS AND DISCUSSION**

This research uses SPSS 15 and warpPLS 7.0 to analyze data. This research tested the data quality results using validity and reliability tests carried out using the SPSS 15 statistical tool. Next, the author carried out Partial Least Square (PLS) analysis using the warpPLS 7.0 statistical tool. The sample in this study was 198 respondents who were consumers of green

products (green cosmetics). The following are the characteristics of the respondents in this study:

**Table 1.** Respondent Characteristics

<b>Respondent Characteristics</b>		
<b>N=198</b>		
<b>Item</b>	<b>Number of people</b>	<b>Percentage</b>
<b>Domicile</b>		
Nanggroe Aceh Darussalam	1	0,51%
Sumatera Utara	14	7,07%
Sumatera Selatan	1	0,51%
Sumatera Barat	2	1,01%
Bengkulu	1	0,51%
Riau	5	2,53%
Kepulauan Riau	2	1,01%
Jambi	2	1,01%
Lampung	6	3,03%
Kalimantan Barat	2	1,01%
Kalimantan Selatan	1	0,51%
Kalimantan Utara	1	0,51%
Banten	9	4,55%
DKI Jakarta	36	18,18%
Jawa Barat	38	19,19%
Jawa Tengah	24	12,12%
Daerah Istimewa Yogyakarta	12	6,06%
Jawa Timur	24	12,12%
Bali	2	1,01%
Nusa Tenggara Barat	2	1,01%
Sulawesi Utara	4	2,02%
Sulawesi Selatan	8	4,04%
Maluku	1	0,51%
<b>Gender</b>		
Male	45	22,73%
Female	153	77,27%
<b>Age</b>		
17 - 20	50	25,25%
21- 24	83	41,92%
25 - 28	42	21,21%
29 - 32	21	10,61%
> 32 or Older	2	1,01%
<b>Education</b>		
Associate's Degree	14	7,07%
Undergraduate	86	43,43%
Graduate	3	1,52%
Senior High School	93	46,97%
Vocational High School	1	0,51%
Junior High School	1	0,51%
<b>Occupation</b>		
Government Employees	6	3,03%
Private Employees	65	32,83%

Students	92	46,46%
Entrepreneurship	27	13,64%
Others	8	4,04%
<b>Income (per month)</b>		
< Rp 1.500.000	79	39,90%
Rp 1.500.000 - Rp 3.000.000	59	29,80%
Rp 3.000.000 - Rp 4.500.000	34	17,17%
> Rp 4.500.000	26	13,13%
<b>Purchase Intensity</b>		
1-2 times	172	86,87%
3-4 times	25	12,63%
> 4 times	1	0,51%
<b><i>Green Cosmetics Brand That Have Been Used</i></b>		
Avoskin	1	0,26%
COSRX	1	0,26%
Daisy Face Mask	1	0,26%
Garnier	1	0,26%
Herbivores Botanicals	3	0,78%
Nasatya	1	0,26%
Sukin	1	0,26%
The Bath Box	1	0,26%
The Planets	1	0,26%
Aromatica	9	2,35%
Innisfree	112	29,24%
Mineral Botanica	58	15,14%
Safia Natural	1	0,26%
SASC	14	3,66%
Sensatia Botanica	11	2,87%
The Body Shop	152	39,69%
True to Skin	14	3,66%
Wardah	1	0,26%

Source: SPSS data processing results

### Validity Test

The validity test is used to measure the accuracy of the instrument in the questionnaire statement items by looking at the factor loading value. The factor loading value criteria are seen based on the number of samples, for samples of 150 to 200 the minimum factor loading value is 0.45 (Hair et al., 2019). The software used in validity testing is SPSS version 15. Factor analysis testing is a test that is tested one by one. Based on the validity test table, it can be seen that each question item in the questionnaire has a factor loading value greater than 0.45 so that each question in the questionnaire can be declared valid.

**Table 2. Validity Test**

<b>Validity Test</b>					
<b>Variabel</b>	<b>Code</b>	<b>Kaiser - Mayer - Olkin Measure of Sampling Adequacy</b>	<b>Niai factor loading</b>	<b>cut off value</b>	
<b><i>Green Perceived Quality</i></b>	GPQ1	0,814	0,754	Greater Than	Valid
	GPQ2		0,811	0,45	Valid



	GPQ3		0,685		Valid
	GPQ4		0,771		Valid
	GPQ5		0,814		Valid
	GT1		0,925		Valid
<i>Green Trust</i>	GT2	0,866	0,921	Greater Than 0,45	Valid
	GT3		0,927		Valid
	GT4		0,903		Valid
	PP1		0,824		Valid
<i>Perceived Price</i>	PP2	0,743	0,820	Greater Than 0,45	Valid
	PP3		0,791		Valid
	PP4		0,759		Valid
	GPPD 1		0,703		Valid
	GPPD 2		0,778		Valid
	GPPD 3		0,713		Valid
<i>Green Product Purchase Decision</i>	GPPD 4	0,898	0,679	Greater Than 0,45	Valid
	GPPD 5		0,748		Valid
	GPPD 6		0,798		Valid
	GPPD 7		0,778		Valid
	GPPD 8		0,776		Valid
	GPPD 9		0,752		Valid

Source: SPSS data processing results

### Reliability Test

The reliability testing method in this research uses Cronbach's Alpha. The questionnaire used can be said to be reliable if the Cronbach's Alpha value for each variable used is more than or equal to 0.6 ( $\geq 0.6$ ). Table 4 shows that all questions contained in the variables green perceived quality, green trust, decision to purchase green products and perceived price have a Cronbach's Alpha value greater than 0.6 ( $\geq 0.6$ ). From this explanation it can be seen that all the questions in the questionnaire are acceptable or reliable.

**Table 3. Reliability Test**

Variable	Reliability Test		
	Cronbach's Alpha	N of Items	
<i>Green Perceived Quality</i>	0,815	5	Reliable
<i>Green Trust</i>	0,939	4	
<i>Perceived Price</i>	0,809	4	
<i>Green Product Purchase Decision</i>	0,899	9	

Source: SPSS data processing results

### Partial Least Square Analysis

The following are the results of hypotheses testing for structural equation model (SEM) analysis using warPLS 7.0.

**Table 4. Inner Model Test Results (R-Square)**

Inner Model Test Results (R-Square)	
Variable	R-Square
<i>Green Perceived Quality</i>	-

<i>Green Trust</i>	0,42
<i>Perceived Price</i>	-
<i>Green Product Purchase Decision</i>	0,75

Source: PLS Warp data processing results

Table 5 explains that the coefficient of determination (R-Square) of the green trust variable is 0.42. This shows that green trust can influence the green perceived quality variable by 42 percent and the rest is influenced by other variables. The green product purchasing decision variable has a coefficient of determination value of 0.75, which means that green perceived quality and green trust can influence the decision to purchase green products by 75 percent, while the rest is influenced by other variables outside the variables studied.

**Table 5. Goodness of Fit Model Test Results**

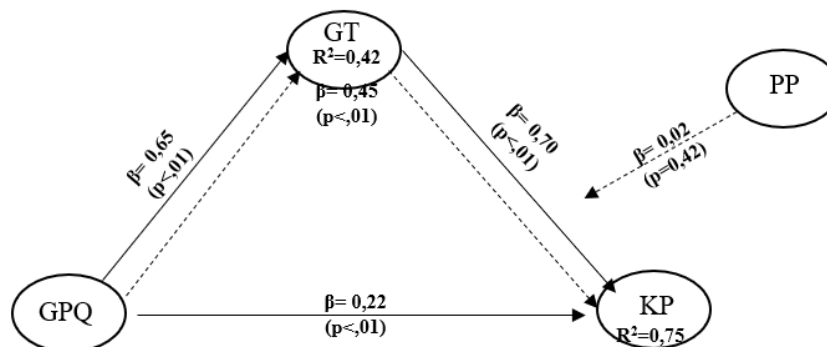
Goodness of Fit Model Test Results			
Indicator	P-Value	condition	
APC=0,394	P<0,001	P<0,05	Model
ARS=0,582	P<0,001	P<0,05	Accepted
AVIF=1,604		AVIF≤5	

Source: PLS Warp data processing results

The model fit index is a very important measure in data analysis using warpPLS. This is because the fit index shows the suitability of the model to the data and explains the quality of the model being studied. Average Path Coefficient (APC) is used to see the magnitude of the correlation between variables. APC is said to be good if the P-Value < 0.05. Average R-Square (ARS) is used to assess the magnitude of exogenous, dependent endogenous and moderating variables. ARS is said to be good if the P-Value value is <0.05. Average Variance Inflation Factor (AVIF) is used to see the magnitude of the correlation between endogenous variables and multicollinearity. AVIF is said to be good if the AVIF value is <5. Table 6 shows that the model fit indicators in this study meet the goodness of fit model value criteria so that the research model can be used to test hypotheses.

### Hypotheses Testing

Hypotheses testing in this study was processed using warpPLS 7.0 by looking at the test results on the estimate value and P value. The model in this study carried out moderation testing. The following are the results of hypothesis testing in this research:



The results of data processing show that the relationship between green perceived quality has a positive and significant effect on the decision to purchase green products as seen from the  $\beta$  value of 0.22, which means that the influence of green perceived quality on the decision to purchase green products is 22% and the p-value is <0, 01 is smaller than 0.05 so, H1 is proven. Furthermore, the relationship between green perceived quality and green trust has a positive and significant effect. Based on the hypothesis test, it is known that the  $\beta$  value is 0.65, which means that the influence of green perceived quality on the decision to purchase green products

is 65% and the p-value is  $<0.01$ , which is smaller than 0.05, so H2 is proven. Then, the relationship between green trust and the decision to purchase green products has a positive and significant effect with a  $\beta$  value of 0.70, which means that the influence of green perceived quality on the decision to purchase green products is 70% and the p-value is  $<0.01$ , which is smaller than 0.05 so H3 is proven.

Next, to better understand this research, the authors tested the mediation effect of green trust. As a result, green trust is able to mediate the relationship between green perceived quality and green product purchasing decisions with a  $\beta$  value of 0.45, which means green trust is able to mediate the relationship between green perceived quality and green product purchasing decisions by 45% and a p-value of  $<0.01$  is smaller than 0.05, indicating that H4 is proven. Finally, for the moderating relationship between green trust and the decision to purchase green products with perceived price as a moderating variable. The test results show that the  $\beta$  value is 0.02 and the p-value is 0.42, which is greater than 0.05. This means that perceived price is unable to moderate the relationship between green trust and green product purchasing decisions, so H5 is rejected.

Hypothesis testing in this study was processed using warpPLS 7.0 by looking at the test results on the estimated value and P value. The model in this study carried out moderation testing. The following are the results of hypotheses testing in this research. The results of data processing show that the relationship between green perceived quality has a positive and significant effect on the decision to purchase green products as seen from the  $\beta$  value of 0.22, which means that the influence of green perceived quality on the decision to purchase green products is 22% and the p-value is  $<0.01$  is smaller than 0.05 so, H1 is proven. Furthermore, the relationship between green perceived quality and green trust has a positive and significant effect. Based on the hypothesis test, it is known that the  $\beta$  value is 0.65, which means that the influence of green perceived quality on the decision to purchase green products is 65% and the p-value is  $<0.01$ , which is smaller than 0.05, so H2 is proven. Then, the relationship between green trust and the decision to purchase green products has a positive and significant effect with a  $\beta$  value of 0.70, which means that the influence of green perceived quality on the decision to purchase green products is 70% and the p-value is  $<0.01$ , which is smaller than 0.05 so H3 is proven.

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### **The influence of green perceived quality on green product purchasing decisions**

Green perceived quality is used by consumers to evaluate alternative cosmetic choices on the market. When consumers assess that the quality of green products (green cosmetics) is above conventional cosmetics, they will decide to buy green products. The majority of respondents in this study agreed with the statement "in my opinion the quality of green products (green cosmetics) is above other similar cosmetics". This means that respondents assess that green products have superior quality compared to other cosmetics and this assessment is used by respondents to evaluate the many choices available on the market before making a purchase. When someone assesses that the product is quality, he will not hesitate to buy the product. In this research, green perceived quality has a positive and significant influence on green product purchasing decisions. So, the higher consumers assess that green products have high quality, the more consumers will decide to buy green products.

### **The influence of green product knowledge on green trust**

Green perceived quality is a consumer's assumption or assessment regarding the quality of a product before they make a purchase. Consumers' assumptions or assessments of the quality of green products can convince consumers of the performance of green products in solving environmental problems. Consumers believe in the quality of green products because they have used and experienced firsthand the benefits provided by green products. Therefore, consumer assessments of green products can be used as a basis for consumers to believe in the performance of green products in solving environmental problems. Based on the results of hypothesis testing, it can be seen that green perceived quality can directly influence consumers' green trust. Thus, green perceived quality can increase consumer confidence in green products.

### **The influence of green trust on green product purchasing decisions**

Consumer trust in green products is an important factor in making purchasing decisions. The higher the level of consumer trust in the company's performance and commitment to green products, the less anxiety and uncertainty about the products used will be. When green consumers decide to buy green products, they believe that the cosmetics they use meet their expectations, where the product does not damage the environment, is made without using excessive resources and the production process does not harm existing flora or fauna. In this research, the majority of respondents agreed that they chose green products (green cosmetics) because the performance met their expectations. One of the brands used by respondents in this research is Sensatia Botanicals. Sensatia Botanicals is a company that is consistent in creating and producing green products (green cosmetics). One of Sensatia Botanicals' efforts to show their commitment to a more sustainable earth is by producing green cosmetics with biodegradable formulas. Sensatia Botanicals uses packaging made from 100% recycled plastic. Then, the raw materials used also use natural ingredients that are easily decomposed into the environment and reduce the potential for environmental pollution. With these efforts, it is hoped that Sensatia Botanicals products will be able to meet consumer expectations in terms of preserving the earth to keep it clean. Based on this explanation, green trust is able to influence green cosmetic purchasing decisions. This means that the higher the consumer's confidence in green products, the consumer's green product purchasing decisions will also increase.

### **The influence of green product knowledge on green product purchasing decisions with green trust as a mediating variable**

In this research, the green trust variable is able to mediate the relationship between green perceived quality and green product purchasing decisions, thus showing that green trust is able to change green perceived quality into green product purchasing decisions. Consumers assess the quality of a product before they make a purchase. This assessment is used by consumers to decide to purchase green products. One of the assessments made by consumers regarding green products is the product's reputation for solving environmental problems. Consumers will assess the quality of green products to increase their confidence in the benefits and performance of green products in solving environmental problems. Then with this trust, consumers will evaluate whether green products are worth getting or not. Hence, in this research consumers feel that the reputation of green products can make them believe in the performance of green products.

### **The influence of green trust on green product purchasing decisions with perceived price as a moderating variable**

In this research, it is known that perceived price weakens the relationship between green trust and green product purchasing decisions. This means that the price of green products, which tend to be more expensive than conventional products, cannot make consumers buy green products even though they believe in the performance of green products. So, if linked to the findings in this research, it can be concluded that consumer behavior in purchasing green products is not influenced by consumer trust in the performance of green

products because the price of green products is more expensive than conventional cosmetics. Consumer trust in green products is not enough to convince consumers to buy green products because the prices are more expensive than competing products. Then, from the results of the questionnaire distribution, the majority of consumers' monthly income is >Rp. 1,500,000. and the majority of respondents are students who have limited income and are sensitive to price changes. This means that in this research, limited income is a strong reason why prices can weaken consumers' purchasing decisions even though they already believe in the performance of green products. Therefore, it is important for companies to build good communication with consumers so that consumers continue to believe in the benefits and performance of green products even though the prices offered are more expensive than conventional products. This research explores the impact of green perceived quality and green trust on green product purchasing decisions. Furthermore, this research examines the influence of green perceived quality on green product purchasing decisions with green trust as a mediating variable. Furthermore, this research also examines the moderating effect of perceived price on the relationship between green trust and green product purchasing decisions. The results show that the four hypotheses in this study are proven.

## CONCLUSION

This research explores the impact of green perceived quality and green trust on green product purchasing decisions. Furthermore, this research examines the influence of green perceived quality on green product purchasing decisions with green trust as a mediating variable. Furthermore, this research also examines the moderating effect of perceived price on the relationship between green trust and green product purchasing decisions. The results show that the four hypotheses in this study are proven.

The findings in this study provide several practical implications. First, there is still little previous research that considers price as a factor that influences someone when buying green products, so this research is able to explore a factor that is rarely examined, namely perceived price. This shows that the price of green products is an important antecedent that can influence consumer decision-making. Second, even though prices for green products tend to be high, in this research the author succeeded in showing the influence of price on green product purchasing decisions. In this research, it is known that high prices for green products weaken the decision to purchase green products even though green consumers already believe in the performance of green products. Third, many previous studies only examined factors that influence interest in purchasing green products. This research succeeded in showing that these factors are not only able to influence interest in purchasing green products but also influence the decision to purchase green products.

Fourth, it is also known that perceived price weakens the relationship between green trust and green product purchasing decisions. This reminds companies that in the process of communicating with consumers, companies must build consumer trust by providing information about the benefits of green products so that they can increase the trust that consumers have in green products even though green products are more expensive than conventional products.

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