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The Influence Of Green Perceived Value On Green Loyalty Through Green Satisfaction And Green Trust (Study On The Cosmetic Industry)

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Abstract

The development of rapid industry cosmetics in Indonesia is driven by the increasing class medium and demand to produce beauty-friendly environments, pushing industry cosmetics to produce and develop more products in a friendly environment containing natural ingredients. In an era of increasingly strict competition, especially in consumer-oriented industries like cosmetics, companies often face challenges in maintaining customer loyalty. Effective strategies to awaken the loyalty of consumers are to make them trust and satisfy the products and actions of the company. To gain consumer trust and satisfaction, the company needs to pay attention to the value given. Research This will explain more far with investigating the complex connection between mark perception green, satisfaction, trust and loyalty in the purchase and use of cosmetics based on a friendly environment. Research This was done against 170 respondents with the use of an approach through the distribution of an online questionnaire on Java Island. Data analysis methods use the Structural Equation Model (SEM) approach based on Partial Least Square (PLS). Research This discloses results that consider the perception of green, satisfaction, and trust positively and significantly related to a loyalty-friendly environment. In addition, it is also obtained that satisfaction and trust make mark perception green important, though satisfaction and trust only partly influence it. This confirms that without the existence of satisfaction and trust, loyal consumers of the cosmetics industry will find it difficult to wake up.

Keywords— Cosmetic Industry; Green Perceived Value; Green Satisfaction; Green Trust; Green Loyalty;

Abstrak

Perkembangan industri kosmetik di Indonesia yang pesat, didorong oleh meningkatnya kelas menengah dan permintaan akan produk kecantikan yang ramah lingkungan sehingga mendorong industri kosmetik untuk memproduksi dan mengembangkan lini produk yang lebih ramah lingkungan dengan kandungan bahan-bahan alami. Dalam era persaingan yang semakin ketat, terutama pada industri yang berorientasi pada konsumen seperti kosmetik, perusahaan sering menghadapi tantangan untuk mempertahankan loyalitas konsumennya. Strategi yang efektif untuk membangkitkan loyalitas konsumen adalah dengan membuat mereka percaya dan puas terhadap produk dan tindakan perusahaan. Sedangkan untuk menciptakan kepercayaan dan kepuasan konsumen, perusahaan perlu memperhatikan nilai yang diberikan. Penelitian ini akan menjelaskan lebih lanjut dengan menyelidiki hubungan yang kompleks antara persepsi merek hijau, kepuasan, kepercayaan dan loyalitas dalam pembelian serta penggunaan produk kosmetik berbasis ramah lingkungan. Penelitian ini dilakukan terhadap 170 responden dengan menggunakan pendekatan kuantitatif melalui penyebaran kuesioner online di Pulau Jawa. Metode analisis data yang digunakan adalah pendekatan Structural Equation Model (SEM) berbasis Partial Least Square (PLS). Penelitian ini mengungkapkan hasil bahwa persepsi merek hijau, kepuasan, dan kepercayaan berhubungan secara positif dan signifikan terhadap loyalitas ramah lingkungan. Selain itu, diperoleh pula bahwa melalui kepuasan dan kepercayaan menjadikan persepsi merek hijau penting, meskipun kepuasan dan kepercayaan hanya memberikan pengaruh sebagian. Hal ini menegaskan bahwa tanpa adanya kepuasan dan kepercayaan, loyalitas konsumen terhadap produk kosmetik ramah lingkungan akan sulit dibangun.

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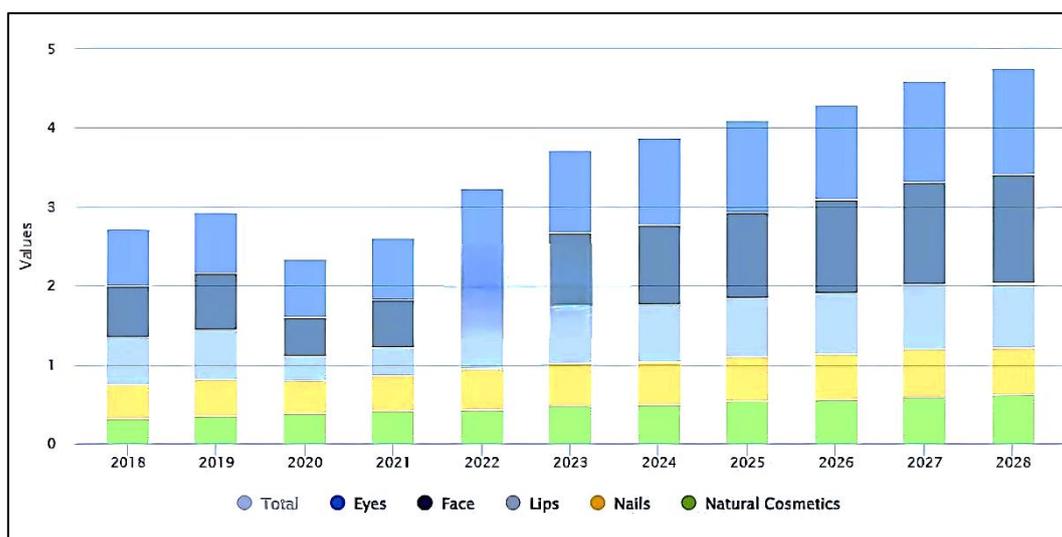
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Kata Kunci—Industri Kosmetik; Nilai yang Dirasakan Hijau; Kepuasan Hijau; Kepercayaan Hijau; Loyalitas Hijau;

I. INTRODUCTION

The industrial sector in Indonesia is growing daily, resulting in an increase in greenhouse gas production and glass emissions, which also increase along with the development of the production industry. Phenomenon This potential causes the occurrence of change, increasing climate getting worse, including an increase in temperature extremes, intensification of weather extremes, and threats to the sustainability ecosystem (Susanti, 2020). The industrial sector in Indonesia has diverse one of the types industry cosmetics. Growth industry cosmetics in Indonesia already the more develop rapidly. The number of companies and actors in the business engaged in the cosmetics field is high because Indonesia is a big cosmetics market.

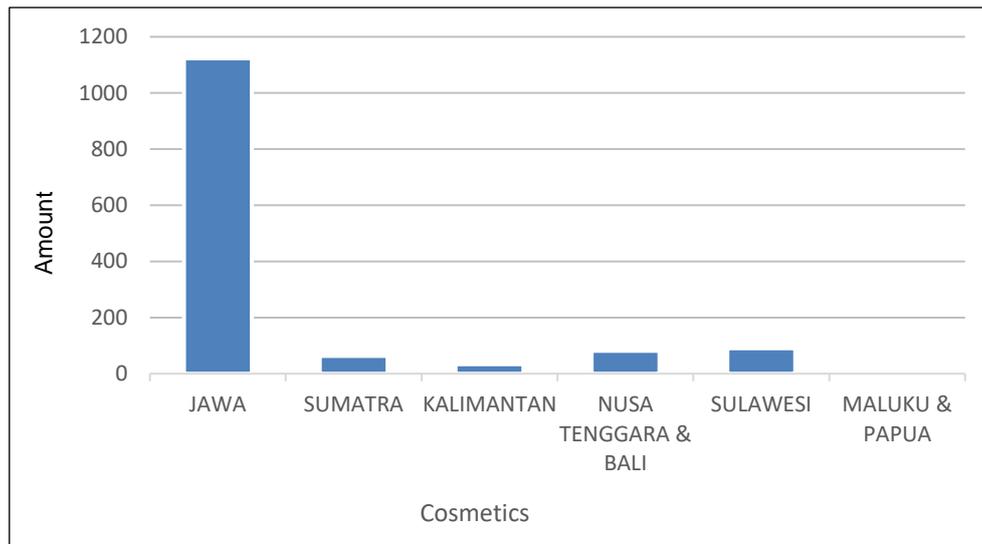
Based on data from Statista.com, income cosmetics in Indonesia is estimated to reach USD 1.94 billion in 2024 and is projected to grow every year by 5.35%, as seen on the following menu chart.



Source: Statista.com (2024)

Fig 1. Statistics Growth of the Cosmetic Industry in Indonesia

The development of the cosmetics industry in Indonesia continues to show significant growth every year. Not only in a way national, but development this is also visible evident in certain areas, such as in scope Java Island. From a number of provinces in Indonesia, the island of Java stands out with the potential to develop marketing product cosmetics. The latest data, namely data from 2024, shows a trend in the industry in a number of provinces on the island of Java, which contributes significantly to the growth of the cosmetics market. The following is a recapitulation of the development of the Cosmetic industry in Indonesia:



Source : satudata.pom.go.id (2024)

Fig 2. Recapitulation of the Cosmetics Industry in Indonesia 2024

Figure 2 summarizes the data on the cosmetics industry in Indonesia in 2024. The data is based on 38 provinces in the archipelago. Java Island achieved the highest amount, with 1123 companies, followed by other islands. The Java Islands are an archipelago with a big potential to develop marketing products for cosmetics in Indonesia.

Although has Lots study about connection between green perceived value and green loyalty, it was found difference between research that shows there is a research gap research). One of the causes is the limitations of research. Such as using diverse methodologies, using different populations and sampling, differences in time and location of the research, or design that makes the conclusion not strong enough, creating inconsistency in existing findings, especially in measuring green perceived value and its impact on green loyalty.

In addition, the context of social, economic and environmental issues that continue to change also affects the research results. For example, Rahmatia et al. (2019) study discusses industry cosmetics. However, it is limited to a particular brand and only focuses on Indonesian consumers in the Jabodetabek region. Then, the study by Riesya et al. (2024) discusses green perceived value and its impacts on green loyalty but focuses on the role of gender as the moderator, so it is expected to use other variables as additions and developments.

Change context This opens the opportunity For renewing and deepening the study related to green perceived value and green loyalty. Caused by an existing gap in the study previously, it required factors capable of filling the emptiness to clarify the connection between variables. Therefore, in the study Here, green trust and green satisfaction are added as variable mediation to close the gap from the previous study and give a framework for a more comprehensive analysis. Green trust refers to trusting consumers that a product-friendly environment truly fulfills claim of sustainability, while green satisfaction is related to satisfaction with consumers after using a product-friendly environment. Both of them play an important role in strengthening the influence of green perceived value on green loyalty because trust and satisfaction in consumers in a friendly environment can increase loyalty in a way. Thus, research Is expected to give a better understanding of How the perception of the environment consumer influences loyalty through trust and satisfaction.

Consideration For adding green trust as variable mediation between green perceived value and green loyalty is based on research conducted by Pahlevi & Suhartanto (2020) and Fauziyah et al. (2023), who found that green perceived value has an effect significant towards green loyalty with green trust as an influential mediator towards green loyalty. Other considerations in the use of green trusts as variable mediation in the study This is based on Yuen et al.'s (2018) statement, " value benefits obtained from a perceived product consumer can increase trust consumers. " In this case, This green trust reflects the level of trust consumersin in policies and practices of the environmental company, which in the study is a, level of trust consumers will produce an environmentally friendly cosmetics environment produced by an industry cosmetics. The emergence of consumer trust is related to green loyalty (Rakhmawati et al., 2019). As Aslam et al. (2018) stated, if they mark a product, hope, and belief high,

the trust consumers in a product will increase and can build loyalty. So, it is important To explore the role of Green Perceived Value in creating Green Loyalty.

Apart from using green trust variable as variable mediation, research that also uses green satisfaction variable as variable mediation between green perceived value and green loyalty is based on research conducted by Pahlevi & Suhartanto (2020) and Fauziyah et al. (2023) who found that green perceived value has an effect significant towards green loyalty with green satisfaction as an influential mediator towards green loyalty. Other considerations in the use of green satisfaction as variable mediation in the study This is based on the findings of Issock et al. (2020), " effort to form loyalty consumers are one of them with give satisfaction built with to plant good perception.

II. LITERATURE REVIEW

Green Perceived Value

According to Han et al. (2019), green perceived value is the overall evaluation of consumers of the utility of a product or service according to perception comparison cost-benefit on what is received and what is given, where Benefits and components covering attribute intrinsic and extrinsic. In a product-friendly environment, green perceived value is the evaluation of customers on the benefits received from a product compared to what is sacrificed based on the needs of environment customers (Ginting & Safrin, 2023). So, based on the opinions from a number of experts, green perceived value is the perceived value consumers compared to what they sacrifice or give based on the needs of the environment they, and more Far mark this is what is booster important in loyalty.

Referring to research by Fauziyah & Hussein (2019), there are a number of indicators that can used For measuring green perceived value, i.e., as follows:

- 1) Benefits for Consumers are benefits obtained by consumers from consuming products.
- 2) Environmental benefit, is benefits provided product organic to environment.
- 3) Environmental concern is related to the magnitude of the environment shown from organic products.
- 4) Standard of Quality and Price, related with the standard the quality and price offered by organic products.

Green Loyalty

Wu & Cheng (2019) stated that understanding green loyalty (loyalty) green) is a level of intention buy back driven by a convincing attitude and commitment to environmental sustainability to a product or service as well as a company. Customer loyalty has become an objective strategy for companies, and things this is very important for companies, considering that customers look at greater risk in choosing the product used (Zhang et al., 2023). Based on expert opinion, green loyalty is the intention to purchase back, desire To recommend, show tolerance For higher prices, and buy other products from A company.

A study updated by Apriliani (2019) stated that green loyalty can measured with the following:

- 1) Buyback due to Function (Repurchase due to Functionality): Consumers are willing to buy a return product-friendly environment because of its adequate function or fulfillment of needs.
- 2) Preference Product Based on Performance (Product Preference due to performance) consumers are more likely to choose a friendly environment compared to other products because of good performance.
- 3) Faithfulness Because Problem Environment (Loyalty despite Environmental Issues), consumers seldom consider For the switch to other products though there is a problem because they support objective products that are friendly environment.
- 4) Intention Continue Purchase (Intention to Continue Purchasing): Consumers' intention is to keep buying products because of a friendly environment.

Hypothesis development (if it exists): If the paper has a theoretical framework and a hypothesis, it should explain how the framework and hypothesis are developed in this chapter, which strengthens the previous research.

Green Satisfaction

Román-Augusto et al. (2022) said that green satisfaction is defined as how far the desire goes, the environment consumers, and the needs that the environment consumers fulfill. Strengthened with Po & Jiang's opinion (2023) is that green satisfaction (satisfaction) green) refers to the level of feeling of joy that arises from the ability of a product or service to satisfy needs, wants, and desires in a friendly, environmental, and sustainable way.

So, satisfaction with consumers is considered a determinant of consumer behavior and term length. In other words, only satisfied consumers will repeat behavior purchases and build loyalty, which will bring long-term benefits for businesses. Therefore, increasing satisfaction with consumers is a major concern for many big companies.

Referring to Dedy's research (2020), green satisfaction can be measured through the indicator that is:

- 1) Happiness in deciding to choose the brand green. This means that consumers like his decision to choose brands that have a commitment to the environment.
- 2) Trust buy brand the right green. That is, consumers believe buying brands with environmental performance is right.
- 3) Pleasure buying brand green. This means that consumers like To buy in a friendly brand environment.
- 4) Satisfaction buys brand green. This means that the consumer is overall satisfied with brands that are concerned about the environment.

Green Trust

Gupta et al. (20) define Green trust (trust) green as the willingness to depend on the product or service he or she receives because of the use of a performance environment. Furthermore, green trust also represents the level of trust in consumers to claim a friendly environment created by the company with proven products and services. Guerreiro and Pacheco (2021) stated that green trust measures how much a consumer believes that products, services, or brands are superior in a performance environment.

Based on experts' opinions, green trust can be defined as a willingness to depend on a product, service, or brand based on trust or the resulting hope from a product based on credibility and ability to perform in its environment.

Referring to the research of Putra Rastini (2017) on measuring green trust includes four indicators as following:

- 1) Trusted that is brand Already trusted in matter commitment guard environment
- 2) Claim organic that is belief consumers will a product organic based on a confession friendly the environment
- 3) Reputation that is belief consumers will Name goods to have from a organic products
- 4) Environmental performance is related to the belief that consumers will performance a product organic to the environment
- 5) The commitment environment is the belief consumers will commit the product to the protection environment.

Hypothesis

The relationship between Green Perceived Value and Green Loyalty

When the customers feel the value of a product-friendly environment being compared with what they sacrifice, they tend to develop a sense of loyalty to the brand, which is said to build a long-term connection.

Referring to other findings by Fachreza et al. (2023), they explain that with impact perception, a conscious customer environment contributes positively to effort preservation and can grow brand loyalty. Based on the description of the results, If a consumer feels a friendly environment from A product cosmetics, then his loyalty to the brand cosmetics will be higher. Therefore, the researcher formulated a hypothesis as follows:

H1: Green Perceived Value has an effect positive and significant towards Green Loyalty

The relationship between Green Perceived Value and Green Satisfaction

According to Po & Jiang (2023), consumers evaluate green perceived value comprehensively, referring to perceptions of the benefits and advantages they get from purchasing and using a friendly environment. Therefore, consumers are said to be satisfied if they benefit from the products they use in accordance with hope because satisfaction is the level of pleasure the consumer generates from a performance product. To fulfill desires, hopes and needs, consumers (Sofyan & Batu, 2023).

Based on the description of the results, if a consumer feels a friendly environment from A product cosmetics, then the level of satisfaction with the brand cosmetics will be higher. Therefore, the researcher formulated a hypothesis as follows:

H2: Green Perceived Value has an effect positive and significant towards Green Satisfaction

The relationship between Green Perceived Value and Green Trust

Consumers evaluate the overall utility of a product or service according to perception comparison cost-benefit on what is received and what is given, where Benefits and components cover intrinsic and extrinsic attributes (Han et al., 2019). When consumers care more about the problem environment, they have a perception of a friendly environment for products and brands. Further, it is explained that when consumers perceive a product-friendly environment through perceived value, they increase trust and commitment to brands in sustainable.

Based on the description of the results, If a consumer feels a friendly environment from A product cosmetics, then they believe the brand cosmetics. Therefore. The researcher formulated a hypothesis as follows:

H3: Green Perceived Value has an effect positive and significant against Green Trust

The relationship between Green Satisfaction and Green Loyalty

Green satisfaction becomes a factor important in loyalty brands Because is a response to performance product friendly a more environment Good from expectations of Consumer Satisfaction (Papista & Dimitriadis, 2019). consumer considered as determinant behavior term length. Increasing customer satisfaction is the main part of big business building customer loyalty. This is reinforced by research conducted by Chrisjatmiko (2018), which states that a level of satisfaction and a friendly, high environment tend to push commitment customers to a friendly product environment compared to products similar to others in a way sustainable.

Based on the results description, if consumers feel satisfaction from A product cosmetics friendly to the environment they use, their loyalty to the brand cosmetics will be higher. Therefore, the researcher formulated a hypothesis as follows:

H4: Green Satisfaction has an effect positive and significant towards Green Loyalty

Green Trust's relationship with Green Loyalty

Green trust represents the level of trust for consumers to claim a friendly environment created by the company with proven products and services (Gupta et al., 2019). When consumers prioritize consideration of the environment when making a purchase, they develop a sense of trust in the brand that shows commitment to practicing a friendly environment. Then next, when consumer willing For depend on product or the service he provides believe Because performance their environment, they will develop attitude positive one of them is being loyal to product (Martínez, 2015).

Explained more about carrying on that consumers need to realign a beautiful, friendly environment and develop a sense of loyalty to the brand. Based on that results description, then the researcher formulated a hypothesis as follows:

H5: Green Trust has a positive and significant towards Green Loyalty

The relationship between Green Perceived Value and Green Loyalty through Green Satisfaction as variable mediation

Green satisfaction as a variable mediation between green perceived value and green loyalty is based on research conducted by Pahlevi & Suhartanto (2020), Sofyan & Batu (2023), and Fauziyah et al. (2023) who found that green perceived value has an effect significant towards green loyalty with green satisfaction as an influential mediator towards green loyalty. In their research, Issock et al. (2020) found that loyal consumers are ones with satisfaction built to plant good perception. One perception that can formed by customers is perception value (perceived value).

Relevance theory the proven in a number of research, which mention that consumers who are satisfied using the friendly product to environment tend to preference mark to environment, so they own tendency and commitment when buying a more products friendly environment (Fauziyah et al., 2023; Pahlevi & Suhartanto, 2020; Sofyan & Batu, 2023). So, based on the description, researchers formulate the hypothesis as follows:

H6: Green Satisfaction mediates connection between Green Perceived Value and Green Loyalty

The relationship between Green Perceived Value and Green Loyalty through Green Trust as variable mediation

Green trust as variable mediation between green perceived value and green loyalty is based on research conducted by Pahlevi & Suhartanto (2020), Sofyan & Batu (2023), and Fauziyah et al. (2023), who found that green perceived value has an effect significant towards green loyalty with green trust as an influential mediator towards green loyalty.

Relevance theory has been proven in a number of research, which mentions that consumers with a level of high confidence to products friendly to environment tend to own preference high value to environment so that they own commitment and loyal tendencies within do purchase more products friendly environment (Fauziyah et al., 2023; Pahlevi & Suhartanto, 2020; Sofyan & Batu, 2023). So, based on the description, researchers formulate the hypothesis as follows:

H7: Green Trust mediates connection between Green Perceived Value and Green Loyalty

III. RESEARCH METHODOLOGY

The approach used in the study This is a quantitative approach with design study causality. The design aims To test the hypothesis about the influence between One or a number of variables on others, intended To know the connection because of the consequence between variable dependent and independent variables and the influence of variable mediation. Research This aims To explain and analyze factors such as green perceived value, which influences green loyalty, mediated by green satisfaction and trust.

Population & Sample

In research this, the target population is consumer industry cosmetics in Indonesia. Indonesia is an archipelagic country with 38 provinces. Java Island has a large number of residents and a concentration of cosmetics, the largest in Indonesia, so it has become a strategic location for studying this. Determination Respondents will do with considering the distribution of relevant areas and categories in order to be able to create more representation of consumer cosmetics in Indonesia.

Next, the sample study will share several regional categories, including big cities on Java Island. This is done To ensure that the study results can reflect conditions in other areas. Category the among others:

- 1) West Java includes cities such as Bandung and Bogor, which are known for their large populations and high demand for cosmetics.
- 2) Central Java: Cities like Semarang and Solo will become the focus. Remember, the growth industry cosmetics in this area are quite significant.
- 3) East Java: In addition to Malang, other cities such as Surabaya and Sidoarjo have become important representations because they are centers of business and trade.

Research can catch diverse consumers and their preferences for cosmetics products with a shared sample based on this area category. According to Hair et al. (2017), the size ideal and representative respondents depends on the number of estimated parameters of all indicators on variables multiplied by 5 - 10. In the study this, researcher using 10 times the number of estimated parameters. Based on the explanation, the writer set the sample size as follows.

Number of Samples = 10 x n (estimated parameters). Number of Samples = 10 x n (estimated parameters).
Sample = 17 x 10 = 170, So the total the minimum sample that will be used in study This is 170 samples.

Data Analysis Methods

Data analysis methods used in the research include a Structural Equation Model (SEM) based on Partial Least Squares (PLS). Furthermore, PLS is another alternative to SEM (Structural Equation Modeling) based on a

designed variant. For the finish regression multiple, which is simultaneous, measurement model testing and structural model testing can be done.

Testing Hypothesis

To see the direct and indirect influence between variables done evaluation to mark the path coefficient with procedure bootstrapping. The large coefficient track describes how strong influence a construct has to construct others, with values close to 1 or -1 indicating a strong relationship and values approaching 0 indicating a weak relationship. Then, as guidelines, significance with p- value. If the p-value <0.05 is declared, there is a meaningful (significant) influence between variables. On the other hand, if the p-value is greater than 0.05, the relationship between constructs is not significant (Hair et al., 2021).

IV. RESULT/FINDING

Researchers used the Partial Least Square (PLS) analysis method to research this. Partial Least Square (PLS) analysis is another alternative to SEM (Structural Equation Modeling) based on the designed variant. For the finish regression multiple, which is simultaneous, measurement model testing and structural model testing can be done.

Table 1. PLS Predict Test Results

PLS PREDICT	PLS		LM	
	RMSE	MAE	RMSE	MAE
GS.1	0.872	0.708	0.916	0.744
GS.2	0.805	0.635	0.829	0.644
GS.3	0.795	0.641	0.812	0.642
GS.4	0.867	0.715	0.904	0.730
GS.5	0.854	0.681	0.861	0.639
GS.6	0.829	0.693	0.843	0.671
GS.7	0.809	0.687	0.821	0.656
GS.8	0.778	0.655	0.789	0.644
GT.1	0.814	0.650	0.857	0.671
GT.2	0.721	0.587	0.728	0.567
GT.3	0.888	0.710	0.928	0.733
GT.4	0.814	0.625	0.845	0.668
GT.5	0.787	0.644	0.812	0.654
GT.6	0.788	0.651	0.808	0.636
GT.7	0.834	0.675	0.864	0.673
GT.8	0.732	0.602	0.757	0.614
GL.1	0.663	0.545	0.693	0.550
GL.2	0.730	0.619	0.760	0.628
GL.3	0.736	0.620	0.757	0.617
GL.4	0.745	0.632	0.785	0.663
GL.5	0.760	0.626	0.776	0.625

PLS PREDICT	PLS		LM	
Item	RMSE	MAE	RMSE	MAE
GL.6	0.737	0.634	0.777	0.637
GL.7	0.764	0.622	0.794	0.620
GL.8	0.738	0.581	0.765	0.584

Source: SmartPLS Output Processed Researcher (2024)

Based on the results in Table 1, the prediction model used shows the ability to make adequate predictions. This is reflected by Root Mean Square Error (RMSE) and Mean Absolute Error (MAE) values are higher or lower in some large items, especially in the Green Satisfaction (GS) and Green Trust (GT) variables, if compared to the Linear Model (LM) model. As items GS.1 and GT.2 in the PLS model have RMSE values of 0.872 and 0.721, which are more low compared to the LM model, each of which has values of 0.916 and 0.728. This shows that the PLS model is more effective in predicting variable dependence. Although in the Green Loyalty (GL) variable, the difference between the PLS and LM models is not too large, the PLS model still shows level error more predictions low on some items, such as on item GL.1, with an RMSE of 0.663, compared to with LM which has RMSE value 0.693. More further, overall, results This show that the PLS model has performance more predictions Good or equivalent with the LM model, which supports validity of the model in predicting green loyalty, green satisfaction, and green trust with Good.

Test Results Hypothesis

The next step is testing the hypothesis, which aims to predict the strength and significance of the connection between variables in the submitted model.

Table 2. Results Testing Hypothesis

Model	Inner VIF	Path	P Value	F-Square/ Upsilon v
Direct Influence				
GPV → GL	2,026	0.361	0.000	0.215
GPV → GS	1,000	0.632	0.000	0.666
GPV → GT	1,000	0.669	0.000	0.811
GS → GL	2,077	0.237	0.001	0.121
GT → GL	2.258	0.318	0.000	0.150
Indirect Influence				
GPV → GS → GL	-	0.173	0.004	0.022
GPV → GT → GL	-	0.212	0.003	0.045

Source: SmartPLS Output Processed Researcher (2024)

Based on the results, VIF testing on the model shown in Table 2 did not indicate significant multicollinearity between constructs in the research model. The VIF value obtained for all connections between constructs is under number 5, which indicates that the correlation between variable predictors is Not tall enough To cause problem collinearity. In detail, the relationship between green perceived value and green loyalty has a VIF of 2.026, which shows a correlation moderate However, it is Still within the limits that can be accepted. Likewise, relationships between green perceived value and green satisfaction and green trust each have a VIF of 1,000, which shows no significant correlation between variables.

Based on the results, F-Square analysis of the model shown in Table 2 shows that green perceived value significantly influences other variables in the model. In direct, green perceived value currently contributes towards green loyalty with the F-Square value being 0.215. However, the influence of green perceived value on green satisfaction and trust is far stronger. Green perceived value greatly influences green satisfaction, with The F-

Square value being 0.666. Green perceived value also greatly influences green trust, with an F-Square value of 0.811.

Apart from the influence directly, the researchers used the *upsilon-v* method to evaluate the magnitude influence of mediation. Test results This, which also refers to Table 2, shows that green perceived value provides a contribution No directly towards green loyalty through track mediation of green satisfaction and green trust. On the path mediation first, namely from green perceived value to green loyalty through green satisfaction, the *Upsilon-V* value of 0.022 shows influence small but still significant. More next, thing This indicates that satisfaction customers based on the perception of green products or services can bridge the connection between green perceived value and green loyalty. However, the contribution made by the green path This relatively small compared to influence direct.

Then, on the path mediation second, namely from green perceived value to green loyalty through green trust, the *Upsilon-V* value of 0.045 also indicates a small but significant influence.

V. DISCUSSION

The Influence of Green Perceived Value on Green Loyalty

This result indicates that perception is green from customers own strong role in building loyalty to approach a friendly environment. There is a linear relationship between perception mark green owned customer with loyalty to approach friendly environment can understood that the more tall benefit mark green as perceived by customers compared to with cost incurred For to obtain or consume products, increasingly high tendency loyalty shown by customers to product said. Effect: This shows that customers not only see a product-friendly environment from aspect functionality, but also appreciate the environment as a factor important in decision purchase and loyalty.

This result, in line with the previous study by Po & Jiang (2023), stated that perception mark green plays a key role in forming loyalty to a product-friendly environment. Furthermore, Fachreza et al. (2023) explained that with impact perception values conscious customer environment not only contributes positively to effort preservation environment but can also grow brand loyalty. So if under review more in, when customer feel the value of a product friendly environment being compared with what they sacrifice equal, they develop a sense of loyalty to brand said, to build long-term connection.

The Influence of Green Perceived Value on Green Satisfaction

Results in study This show that perception mark high green in a way significant increase satisfaction customer to product friendly environment. In other words, the more Good perception customer to benefit environment provided by a products, increasingly high level the satisfaction they get feel. This shows that customers who feel benefits and values from initiative green tend feel more satisfied. Supported by research previously conducted by Yoningsih & Hidayat (2023) who explained that contribution satisfaction consumer on product friendly environment in a way overall, no only originate from benefit functional product but also from harmony values product with values brand, so that grow a sense of satisfaction in support initiative aware environment.

Satisfaction This is reinforced by the facts that the product is in harmony with their belief about the importance of guarding health and sustainability, so that an experience positive with product cosmetics green can strengthen their sense of satisfaction.

Influence Green Perceived Value of Green Trust

Study This shows that the influence of Green Perceived Value is high, leading to a significant increase in consumer trust in a product-friendly environment. This means that the more tall perception consumer to benefit the environment offered by a products, increasingly high level trust they to commitment product the to sustainability and issues friendly environment. This is supported by research previously conducted by Putra and Rastini (2017), who stated that consumers perceive a product-friendly environment through perceived value. This increases trust in a brand's sustainability.

Product cosmetics friendly environment, which is expected can reduce impact negative to nature, often perceived as more choices responsible answer. If consumers feel that brand cosmetics are consistent in a principle friendly environment, they will more likely trust and support the brand said. Trust This become the base for

consumer For choose product, because they feel Certain that brand the No only prioritize benefits, but also contribute to the preservation nature, which is mark important in decision purchase they.

The Influence of Green Satisfaction on Green Loyalty

Research results show that green satisfaction is connected significantly to green loyalty. Findings about linear relationship between satisfaction green customer to loyalty in context approach friendly environment indicates that when customer feel satisfied with effort friendly environment carried out by the company, such as use friendly product environment or Supporting services sustainability, they tend become more loyal. In addition, results This is also supported by Chrisjatmiko (2018) res,earch states that with level satisfaction, a friendly high environment tends to push commitment customers to a friendly product environment compared to products similar to others in a way sustainable. In general general, I'm understanding that If customer feel satisfied with product or the services they provide thank you, they tend to develop perception positive to brand said. Satisfaction This is often created when a product or service fulfills or even exceeds the hope of customers. The more tall level satisfaction customers, increasingly big possibility they For still loyal to brand said. For that, keep satisfaction customer still height is very important For maintain loyalty and building strong relationship with customer.

The Influence of Green Trust on Green Loyalty

In the results study, this obtained results that there is a direct positive and significant connection given by the green trust variable to green loyalty. This result can be interpreted that the more tall implementation trust environment consumers, the more high level of loyalty product friendly environment them. When consumers are willing To depend on the product or the service he provides, they believe that because of the performance of their environment, they will develop an attitude positive one of them is being loyal to the product. Consumers now care not only about the quality and benefits of product cosmetics but also want to ensure that product is produced in a friendly environment. To build green trust, brand cosmetics must be transparent and proven to claim their sustainability, such as using natural, organic, or reducing the use of plastic. If consumers feel Certain that the brand cosmetics are truly committed to sustainability, they tend To remain loyal and purchase repeat.

Findings about linear relationship between trust green customer to loyalty in context approach friendly environment in accordance with results study previously by Lam et al. (2016) which shows positive relationship between green trust and green loyalty. Successful products building green trust will more capable tie consumer in term long, because consumer feel that choose brand the in line with values they about sustainability. Thus, building and maintaining trust in customers is still very important. For maintaining loyalty and building a strong relationships with customers where increasingly trust consumers to commitment environment brand, the increasingly big possibility they Keep buying products and stay loyal to the brand.

The Influence of Green Perceived Value on Green Loyalty Through Green Satisfaction

The results of the research show that the green satisfaction variable in the relationship between green perceived value and green loyalty has a positive correlation and significance. Green satisfaction variable in matter This only capable give role mediation in a way partial. This result can interpret that green satisfaction can only explain the connection between green perceived value and green loyalty. Addition the role of green satisfaction in there is no relationship between green perceived value and green loyalty change level significance connection the in a way statistics, but influence straight away also remains there is. Explanation the conformity with results study previously conducted by Fauziyah et al. (2023), Sofyan & Batu (2023), Pahlevi & Suhartanto (2020) which state that green perceived value has an effect positive and significant towards green loyalty through green satisfaction.

Its relevance to the background Topic discussion in research this, although consumer cosmetics in Indonesia are increasingly concerned about sustainability, such as using natural materials, packaging friendly environment, and ethical business practices. However, through findings This show that loyalty consumer to brand cosmetics friendly environment No fully depends on satisfaction they to products. Some consumers directly feel loyal to brand cosmetics which has mark strong green, like transparent brand about his commitment to environment or who offers products in line with sustainability values. On the other hand, some consumers still need satisfaction with products, such as quality, results used, or comfort, to strengthen loyalty. Findings This confirm importance aspect like effectiveness product, convenience, or security its use, because through approach This allow brand For interesting consumer Good based on value green, and through satisfaction gained from experience use product, which ultimately can improve and strengthen loyalty consumers.

The Influence of Green Perceived Value on Green Loyalty through Green Trust

Referring to as is green satisfaction in connection previously, in discussion the following was also obtained results that the green trust variable in the relationship between green perceived value and green loyalty gives correlation positive and significant. The green trust variable is also deep matter This only capable give role mediation in a way partial. So, it can be interpreted that green trust can only explain the connection between green perceived value and green loyalty. In addition, the role of green trust there is no relationship between green perceived value and green loyalty change level significance connection in a way statistics, but influence straight away also remains there is. Although green trust was added to the model as an intermediary, the perceived value of green remains its own influence and is directed towards significant green loyalty. This shows that in context approach friendly green perceived value environment plays a role important Again in build loyalty consumers, good in a way direct and also through trust consumers.

Explanation the conformity with results study previously conducted by Fauziyah et al. (2023), Sofyan & Batu (2023), Pahlevi & Suhartanto (2020) which find that green perceived value has an effect significant towards green loyalty with green trust as the mediator. This is can interpreted that consumers who feel mark high environment from a product tend own more loyalty big to brand and the influence of This happen Because existence trust to claim sustainability product said. Trust they to the brand or product will influence the connection between mark perceived green and loyalty. If consumers believe that the claim of sustainability is true and can be trusted, then loyalty to the brand will be stronger.

VI. CONCLUSION AND RECOMMENDATION

Based on results obtained writer from research and discussion about the influence of green perceived value on green loyalty through green satisfaction and green trust industry cosmetics, we can withdraw the conclusion that height perception marks green a customer tends to behave more support and be loyal to the product based on friendly environment, which in matter This is product industry cosmetics. In addition, the high perception of green customers also has an impact on the growth of satisfaction and increasing trust in use products based on a friendly environment. Where the sense of satisfaction grows as well as increase attitude believe they caused by being fulfilled or even beyond the hope that has been they set previously in line with perception mark they about sustainability so that push loyalty they to a product based on friendly environment.

Although through satisfaction customers and levels of trust only give influence part, second factor This functioning as element additional that can be strengthen or weaken connection between perception mark green and loyalty based on friendly environment. Consumers' perceived value still becomes the main driving force of loyalty to a product-friendly environment. In other words, because a real customer's value benefits the environment, perception marks them about the sustainability of a product. They still behave loyally and let go of their level of satisfaction or the trust they have.

In the context study, although there is a category of direct customers who feel loyal to cosmetics with a strong green mark, others still need satisfaction and trust in a product like No. It not only gives functional benefits but also is in line with personal values related to preservation of the environment, as well as commitment to practicing a friendly environment covering authenticity and transparency about steps and its sustainability.

In other words, cosmetic products in Indonesia must build strong green trust with transparency in claiming sustainability and ensuring it through real action, but they must also not ignore quality and satisfaction of consumers in experiencing the product. Combining trust with claim sustainability and satisfaction with quality real products and benefits for the environment will strengthen consumer loyalty based on a friendly environment in the long term.

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The preferred spelling of the word "acknowledgment" in America is without an "e" after the "g." Avoid the stilted expression "one of us (R. B. G.) thanks ...". Instead, try "R. B. G. thanks...". Put sponsor acknowledgments in the unnumbered footnote on the first page.

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