

From Awareness to Action: The Role of Green Product, Green Promotion, and Green Brand Image on Green Purchase Intention Among Innisfree Consumers

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Abstract

In this study, the aim of this study is to find out Green Product, Green Promotion, and Green Brand Image towards Green Purchase Intention in Innisfree consumers in Cirebon City. This study used a quantitative approach of associative clauseal design with 100 respondents selected through purposive sampling. The data were collected using a Likert scale questionnaire and analyzed using multiple linear regression with the help of SPSS. Green Product partially has no positive effect on Green Purchase Intention. Meanwhile, Green Promotion and Green Brand Image partially have a positive and significant effect on Green Purchase Intention. Simultaneously together it has a significant impact on green purchase intention. R² shows that 88.2% of the variation in Green Purchase Intention and the rest is influenced by other variables. These findings confirm that promotion and environmentally friendly brand image are key factors in encouraging green purchase intentions, while green products have not yet become the main consideration of Innisfree consumers in Cirebon City in determining purchase intentions

INTRODUCTION

As technology develops and access to information becomes easier, people's lifestyles have begun to change, including how to shop and consume a product. On the other hand, the rapid growth of the industry turns out to bring consequences that cannot be ignored such as waste that continues to accumulate, pollution that is getting worse, and global warming which has had a real impact. This condition encourages many people to think twice before buying something, in choosing products that have little impact on the environment (Gandajaya & Cynthia, 2022)

This change in way of thinking does not happen in just one country, but occurs globally. The demand for eco-friendly products continues to increase and one of the sectors that has felt the most impact is the cosmetics industry (Limbu & Ahamed, 2023). This means that consumers now no longer just consider the price or quality of the product, but also start by paying attention to environmental aspects as a consideration for buying a product (Nur et al., 2021).

Based on a survey by the Katadata Insight Center, 62.9% of consumers in Indonesia have purchased environmentally friendly products. The main reasons are the desire to preserve the environment (60.5%), satisfaction with the product (51.1%), and the perceived positive image (41.3%) (Jayani, 2021). From this data, it can be seen that environmental awareness begins to affect consumers' interests and tendencies in choosing products. This means that this

phenomenon is not just a global trend, but it is difficult to really occur in Indonesia (Mietzner, 2020; Wilonoyudho et al., 2017)

. The cosmetics industry is one of the sectors affected by this shift in environmental awareness. The active ingredients in a conventional product can have a negative impact on the aquatic ecosystem, so consumers become more careful about what they use on a daily basis (Anggraeni et al., 2022). In Indonesia, consumers are starting to consider the environmental aspects and the content of the product before buying, so it has been proven to encourage the switch to more environmentally friendly products (Setiawan et al., 2023). Even though consumer attitudes towards green products are positive, apparently there is still a gap between actual purchasing attitudes and behaviors, even though consumers who see an environmental commitment to a beauty product tend to have higher purchase intentions (Riyanjaya & Andarini, 2022)(Limbu & Ahamed, 2023). This gap is a real challenge for industry players.

These changes in consumer behavior encourage industry players to adopt green marketing as a strategy that implements the value of environmental care in products, production processes, and promotional activities. This strategy includes the development of environmentally friendly products, promotions that emphasize sustainability, and distribution processes with consideration of their environmental impact (Nur et al., 2021). The implementation of this strategy can increase awareness and form a positive attitude, which ultimately encourages the intention to purchase environmentally friendly products (Vironika & Maulida, 2025). In addition, green promotion plays a role in strengthening the brand image and also affect consumers' perception and green purchasing intentions (Muhammad & Pradana, 2025)

Innisfree is a brand from South Korea that consistently implements green marketing, is known for using natural ingredients from Jeju island and prioritizes sustainability in its production process. Since 2003, Innisfree has started the Green Life Campaign, including the Empty Bottle Collection program which invites consumers to return empty packaging for recycling (Innisfree, 2020; Amorepacific, 2024). Therefore, Innisfree is considered to have successfully implemented green marketing in all its activities (Osiako et al., 2022).

Innisfree's green marketing commitment is not seen only in its products, but in environmentally friendly promotions that have been carried out consistently. From 2011-2024 they managed to collect around 1,294 tons of empty plastic and glass bottles (Amorepacific, 2024), proving that Innisfree's commitment is not only limited to marketing strategies. Other campaigns to educate consumers about the importance of protecting the environment such as Play Green, Clean Jeju, and Eco Handkerchief (Dewi et al., 2020). The campaign is also able to form a positive perception and increase purchase intent (Suherman & Puspaningrum, 2023), so it is interesting to study how it affects consumers in Cirebon City

The image of Innisfree's eco-friendly brand also plays an important role in shaping green purchase intentions, because if consumers have seen a brand that really cares about the environment, then the purchase intention will be strong because it is in line with their concern (S. K. Zahra et al., 2024) (Sudaryanto et al., 2025). Innisfree itself has built a strong eco-friendly brand image by aligning with the use of natural materials from Jeju Island and various kinds of sustainability programs for more than two decades, but the influence on purchase intentions in Cirebon City has not been widely studied and finally became the basis for this research.

A similar phenomenon is also happening in Indonesia, where more and more young consumers are starting to consider environmentally friendly aspects in choosing their cosmetic products, including brands such as Innisfree (Vironika & Maulida, 2025). One of the brands that has felt the positive impact of this trend is Innisfree, which was recorded to sell around 8,100 products on Tokopedia in just one month in 2022 and until 2024 is still on the list of best-selling Korean skincare brands in various Indonesian marketplaces (Amanah, 2024). The same trend is also happening in Cirebon City, where the younger generation who are familiar with the global beauty world is starting to be more selective in choosing products and starting to consider eco-friendly aspects as part of their decisions (Andika et al., 2023). Based on these conditions, this study is here to examine how the influence of green product, green promotion, and green brand image on the green purchase intention of Innisfree consumers in Cirebon City, considering that the characteristics and behavior of consumers in each region can be different and interesting to explore further (Setiawan et al., 2023).

The novelty of this research lies in its comprehensive examination of the influence of Green Product, Green Promotion, and Green Brand Image on Green Purchase Intention in the specific context of Innisfree consumers in Cirebon City. Unlike prior studies that often analyze green marketing variables in isolation, this research simultaneously tests the partial and combined influences of three key green marketing variables. This approach provides a more complete understanding of the mechanisms through which green marketing practices influence consumer behavior in the Korean beauty product context. The research also employs a quantitative approach with specific measurement indicators based on established green marketing theory, providing a systematic and measurable evaluation framework.

Based on the formulation of the problem, objectives, and benefits of the research, this study aims to analyze the influence of green products, green promotion, and green brand image on the green purchase intention of Innisfree products in Cirebon City. This study examines the influence of each variable partially or simultaneously in shaping consumer intention to buy environmentally friendly products. Theoretically, this research is expected to enrich the development of the Theory of Planned Behavior (TPB) in explaining consumer behavior towards environmentally friendly beauty products. Practically, the results of the research can be an input for Innisfree and other cosmetics companies in designing more effective green marketing strategies through product development, promotion, and strengthening the image of an eco-friendly brand. In addition, this research is also expected to provide institutional benefits as a consideration for the government and related institutions in formulating policies and educational programs that support the increase of awareness and sustainable consumption behavior in the community.

METHOD

Research Design

The study used a quantitative approach with an associative causal design, namely to analyze the influence between variables *Green Product* (X1), *Green Promotion* (X2), and *Green Brand Image* (X3) against *Green Purchase Intention* (Y) as per (Sugiyono, 2018). Associative causal design is used because this study aims to determine the influence of independent variables on dependent variables partially or simultaneously (Hair et al., 2019).

Thus, this study seeks to test the extent of the influence *Green Product*, *Green Promotion* and *Green Brand Image* against *Green Purchase Intention*.

Population and Sample

1. Population: The population used is consumers of Innisfree beauty products domiciled in Cirebon City who know the product from reviews and have an interest and intend to buy Innisfree beauty products.
2. Sample: A sample of 100 is used to improve the accuracy of the data even though it is based on the calculation of $18 \text{ indicators} \times 5 = 90$ determined by the theory (Hair et al., 2019). The sampling technique uses *purposive sampling techniques* that meet criteria and conditions such as:
 - a. At least 17 years old.
 - b. Domiciled in Cirebon City.
 - c. Have read and seen from reviews of Innisfree beauty products.
 - d. Have the intention to buy Innisfree beauty products.

Data Types and Sources

Primary Data: obtained through the distribution of *online* questionnaires using google forms distributed to consumers in Cirebon City who know and have the intention to buy Innisfree products.

Secondary Data: derived from relevant previous reports, publications, and studies as supporting evidence of the theoretical foundation.

Data Collection Techniques

The data used in this study is primary data obtained directly from respondents through the distribution of questionnaires. Using a five-level likert scale (1 – 5) to measure respondents' responses to the variables of green product, green promotion, green brand image and green purchase intention (Sugiyono, 2018)

Validity and Reliability Tests

The validity test of the instrument in this study was carried out using *the Corrected Item-Total Correlation test* through the SPSS program. The Validity Test aims to find out the extent to which each statement item is able to measure the variables being studied, namely product green, green promotion, and green brand image to green purchase intention. And if an indicator is declared valid if the value of the correlation coefficient is greater than ≥ 0.30 .

Furthermore, a reliability test was carried out to determine the consistent level of the research instrument. Using Cronbach's Alpha where it is declared reliable if the Alpha value ≥ 0.70 , then the research can be said to be consistent and reliable in measuring the construct being studied.

Table 1. Operational Table

Variabel	Indicator	Item Code
Green Product (X1)	Eco-friendly raw materials	X1.1
	The product does not produce excess waste	X1.2
	The product is safe to use	X1.3
	Biodregabdable and eco-friendly	X1.4
	Eco-labeling and certified	X1.5
	Consumer perception of products	X1.
Green promotion (X2)	Ad media accuracy	X2.1
	Delivery of advertising messages	X2.2

Variabel	Indicator	Item Code
	Advertising strengthens brand image	X2.3
	Ads become information guides	X2.4
	Influence interest and loyalty	X2.5
Green Brand Image (X3)	Company image	X3.1
	User's image	X3.2
	Product image	X3.3
Green Purchase Intention (Y)	Search information	Y1
	Consideration to buy	Y2
	Interest to buy	Y3
	Desire to buy	Y4

Data Analysis Techniques

Data analysis in this study was carried out using multiple linear regression statistical methods processed using the SPSS program. This analysis aims to determine the influence of green products, green promotion, and eco-friendly brand image on purchase intent. The stages of this data analysis are as follows (Ghazali, 2021):

1. Descriptive Statistical Test used as an overview of respondent characteristics and respondents' response tendencies to the variables studied. Descriptive statistics are used including mean values, standard deviation, minimum values and maximum values (Sugiyono, 2018)

2. Validity and Reliability Tests

a. Validity Test

The aim is to find out whether each item of the statement in the questionnaire is able to measure each variable precisely. Validity test using *Corrected Item-Total Correlation* with criteria (Ghazali, 2021)

- 1) The value of r is calculated $> r$ of the table,
- 2) Significance value < 0.05

If the criteria are met, the question can be declared valid.

b. Reliability Test

It is used to ensure the consistency of respondents' answers to the instruments studied. Testing with the Cronbachs Alpha approach with the condition of ≥ 0.70 , the instrument is declared reliable (Sugiyono, 2018)

c. Classic Assumption Test

The classical assumption test is carried out as a requirement before conducting multiple linear regression analysis, so that the resulting regression model is BLUE (Ghazali, 2021)

- 1) The normality test was carried out with the Kolmogorov–Smirnov test, with a significance value criterion of > 0.05 , so that the data was declared to be normally distributed (Ghazali, 2021).
- 2) The Multicollinearity test was carried out by looking at the values of Tolerance and Variance Inflation Factor (VIF), with the criteria of Tolerance > 0.10 and VIF < 10 , so that it was stated that multicollinearity did not occur (Ghazali, 2021).
- 3) Test Heteroscedasticity was carried out by the Glejser test with a significance test value of > 0.05 , so it can be stated that heteroscedasticity does not occur. And the heteroscedasticity test uses a scatterplot graph by looking at the dots on the graph

randomly spread above and below the number 0 on the Y-axis without any particular pattern (Ghazali, 2021).

d. Multiple Linear Regression Analysis

It is used to determine the direction of the influence of Green Product (X1), Green Promotion (X2) and Green Brand Image (X3) on Green Purchase Intention (Y). The regression equation model used in this study is (Ghazali, 2021)

$$Y = \alpha + b_1X_1 + b_2X_2 + e$$

e. Uji Hypothesis

1) T test

It is used to determine each influence of each independent variable on the dependent variable partially. With the criterion of significance value < 0.05 , the hypothesis is accepted and if the significance value is ≥ 0.05 , then the hypothesis is rejected (Ghazali, 2021)

2) F test

This test was used to determine the influence of green product variables, green promotion, and green brand image on green purchase intention simultaneously. The criterion is that the significance value is < 0.05 , so the independent variable has a real effect simultaneously on the dependent variable (Ghazali, 2021)

3) Interpretation of Results and Discussion

The final stage is to interpret the results of statistical analysis by being able to explain the meaning of each test result that has been carried out (Sugiyono, 2018). The results of the research were then linked to the theory used as well as to previous research as a reinforcement of findings regarding Green Product, Green Promotion and Green Brand Image on Green Purchase Intention in Cirebon City.

Research Location and Time

This study was conducted in Cirebon City from January to February 2026

RESULTS AND DISCUSSION

Respondent Characteristics

The number of respondent samples used in this study was 100 respondents with 100% domiciled in Cirebon City, which was dominated by the characteristics of respondents from the female gender with a proportion of (53.8%) and male (46.2%). The majority age group is 21-24 years old (36.5%), followed by the 25-28 year old respondent group (29.8%), 17-20 years old (13.5%), the 29-33 year old respondent age group (11.5%) and followed by the 34-37 year old respondent group (8.7%).

The last aspect of education of respondents (57.7%) was educated in high school/vocational/equivalent, followed by S1-S3 graduates (28.8%) and Diploma (9.6%) and others (3.9%). The majority of respondents who work as private employees (41.3%), who work as students/students (40.4%), the rest have other jobs.

These results show that most of the respondents are of productive age and have independent income, so it is considered relevant in providing perceptions and assessments related to the intention to purchase environmentally friendly products.

Descriptive Analysis Test

It is used as an overview of the characteristics of respondents and the tendency of respondents' answers to the variables studied. Descriptive statistics are used including mean values, standard deviations, minimum values and maximum values.

Table 2. Descriptive Analysis Test

	Descriptive Statistics				
	N	Minimum	Maximum	Mean	Std. Deviation
Green Product	100	8	30	23.73	6.448
Green Promotion	100	6	25	19.67	4.973
Green Brand Image	100	3	15	11.94	2.692
Green Purchase Intention	100	4	20	15.86	4.078
Valid N (listwise)	100				

With descriptive statistical analysis, it was known that the number of respondents analyzed was 100 respondents and all data were declared valid for processing (N = 100)

1. The Green Product variable has a minimum value of 8, a maximum value of 30 with a mean of 23.73 and a standard deviation of 6.448. Which shows that respondents have a very good perception of green products with a variation of respondents' answers that are still within reasonable limits, with respondents' answers tending to be uniform.
2. Green Promotion shows a minimum value of 6 and a maximum of 25 with a mean of 19.67 and a standard deviation of 4.973. The results identified respondents who had a relatively uniform common view that environmental marketing strategies were intensive and well delivered.
3. Furthermore, the Green Brand Image variable has a minimum value of 3, a maximum of 15 with an average value of 11.94 and a standard deviation of 2.692. This value shows that the respondent's answers are centralized and compact, the better and reputable the brand image in the eyes of the public.
4. Meanwhile, the Green Purchase Intention variable has a minimum of 4 maximum 20 with a mean value of 15.86 and a standard deviation of 4.078. This shows that respondents' purchase intentions for environmentally friendly products are classified as high.

Overall, the standard deviation value was much smaller than the mean value for each variable, indicating that the answers between respondents tended to be uniform and the data did not jump biased.

Validity and Reliability Tests

The validity test was conducted by comparing the calculated r-value with the r-table value of 0.1946 at a significance level of 5% ($\alpha = 0.05$) with 100 respondents. The results indicate that all questionnaire items met the validity criteria, as each calculated r-value exceeded the r-table value. For the Green Product variable (X1), the calculated r-values ranged from 0.799 to 0.943 across six items, while the Green Promotion variable (X2) showed calculated r-values ranging from 0.849 to 0.884 across five items. The Green Brand Image variable (X3) had calculated r-values between 0.877 and 0.913 for its three items, and the Green Purchase Intention variable (Y) recorded calculated r-values ranging from 0.818 to 0.883 across four items. Since all calculated r-values were greater than 0.1946, all statement items were declared valid and suitable for use as research instruments.

The reliability test was conducted using Cronbach's Alpha with a minimum reliability threshold of 0.70. The results showed that all research variables had Cronbach's Alpha values exceeding the required threshold, indicating a high level of internal consistency. The Green Product variable (X1) obtained a Cronbach's Alpha value of 0.948 across six items, followed by Green Promotion (X2) with a value of 0.915 across five items, Green Brand Image (X3) with a value of 0.869 across three items, and Green Purchase Intention (Y) with a value of 0.881 across four items. Since all Cronbach's Alpha values were greater than 0.70, all measurement instruments were declared reliable and suitable for use in this study.

Classic Assumption Test

1. Normality Test

It is used to ensure that the regression model is normally distributed with the Kolmogorov-Smirnov approach.

Table 2. Normality Test Results (One-Sample Kolmogorov-Smirnov) One-Sample

One-Sample Kolmogorov-Smirnov Test			
			Standardized Residual
N			100
Normal Parameters^{a,b}	Mean		.0000000
	Std. Deviation		.98473193
Most Extreme Differences	Absolute		.076
	Positive		.076
	Negative		-.050
Test Statistic			.076
Asymp. Sig. (2-tailed)^c			.164
Monte Carlo Sig. (2-tailed)^d	Say.		.158
	99% Confidence	Lower Bound	.148
	Interval	Upper Bound	.167
a. Test distribution is Normal.			
b. Calculated from data.			
c. Lilliefors Significance Correction.			
d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.			

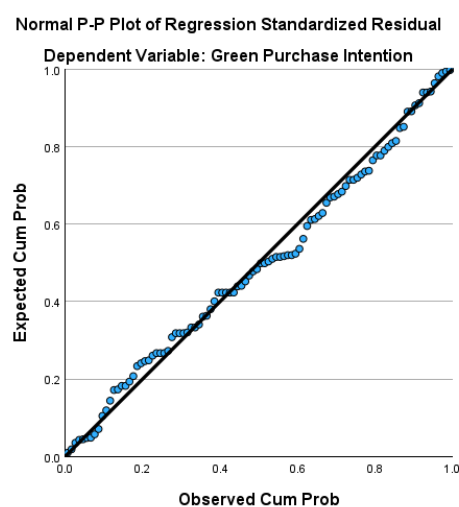


Figure 1. Normal Graph P-P Plot

The test results showed that with a repondent N = 100, the regression model residual had a mean value of 0.0000000 with a standard deviation of 0.98473193. The results of the Kolmogorov-Smirnov test were obtained 0.076 with a significance value of Asymp. Sig. (2-tailed) 0.164 greater than $\alpha = 0.05$ can be concluded that residual data are normally distributed.

The results of the Normal P-P Plot show that the residual points are scattered around and along the diagonal line, which reinforces that the conclusion of the normality assumption in the regression model has been met.

2. Multicollinearity Test

Table 3. Multicollinearity Test Results

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Say.	Collinearity Statistics	LIVE
		B	Std. Error	Beta			Tolerance	
1	(Constant)	-.029	.641		-.045	.964		
	Green Product	-.057	.052	-.091	-1.113	.269	.179	5.576
	Green Promotion	.675	.078	.823	8.628	<.001	.131	7.613
	Green Brand Image	.333	.114	.220	2.934	.004	.212	4.708
a. Dependent Variable: Green Purchase Intention								

Based on the results of the multicollinearity test, all unbound variables had a Tolerance > 0.10 and VIF <10, Gren Product had 0.179 and VIF 5.576, Green Promotion 0.131, VIF 7.613, Green Brand Image 0.212 with VIF 4.708. Therefore, it can be concluded that this regression model is free from the symptoms of multicollinearity.

3. Heteroscedasticity Test

Table 4. Heteroscedasticity Test Results

		Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Say.
		B	Std. Error	Beta		
1	(Constant)	.500	.293		1.703	.092
	Green Product	.005	.024	.046	.192	.848
	Green Promotion	-.026	.036	-.206	-.739	.462
	Green Brand Image	.055	.052	.234	1.062	.291
a. Dependent Variable: Abs Res						

This test was carried out to find out the existence of residual variance inequality, with the Geljser approach to describe each variable. With the results of the Heteroscedasticity test using the Glejser test, the significance value of each unbound variable was obtained which turned out to be greater than 0.05. Green Product with a significance value of 0.848, Green Promotion of 0.462, and Green Brand Image of 0.291.

Seeing this, there is no significant influence between independent variables on the absolute residual value. Thus, this regression model qualifies classical assumptions and is worthy of further use.

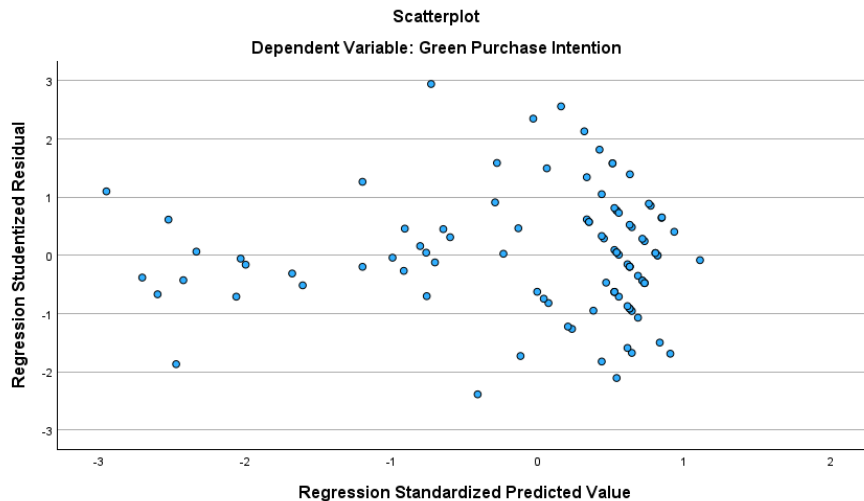


Figure 2. Graphic Gscatterplot

The scatterplot graph above shows that the dots are randomly spread above and below 0 and the Y-axis also does not form a specific pattern or row. Therefore, it explains that heteroscedasticity does not occur.

Multiple Linear Regression Analysis

1. Multiple Linear Regression Analysis

It is used to determine the direction of the influence of Green Product (X1), Green Promotion (X2) and Green Brand Image (X3) on Green Purchase Intention (Y). The result is

Table 5. Multiple Linear Regression Analysis Results

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error			
1 (Constant)	-.029	.641		-.045	.964
Green Product	-.057	.052	-.091	-1.113	.269
Green Promotion	.675	.078	.823	8.628	<.001
Green Brand Image	.333	.114	.220	2.934	.004

a. Dependent Variable: Green Purchase Intention

Based on the table of coefficients, the regression equation is:

$$Y = -0.029 + -0.057 X1 + 0.657 X2 + 0.333 X3$$

This model shows that the variables Green Product (X1), Green Promotion (X2), and Green Brand Image (X3) have a one-way (positive) relationship with increasing consumer purchase intent, that green promotion is the most dominant contributor at 0.657. On the other hand, green products (X1) show a negative value of -0.057 X1 which indicates that there is an inverse relationship with the consumer's Green Purchase Intention.

2. Coefficient of Determination

Coefficient of Determination The coefficient of determination (R^2) is used to determine the amount of contribution of independent variables in explaining the variation of dependent variables.

Table 6. Results of Coefficient of Determination (Model Summary)

Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.941 ^a	.885	.882	1.402
a. Predictors: (Constant), Green Brand Image, Green Product, Green Promotion				
b. Dependent Variable: Green Purchase Intention				

The output of the summary model table was obtained as Adjusted R Square of 0.882. This shows that the variation of Green Purchase Intention is aimed at Green Product, Green Promotion, and Green Brand Image by 88.2% of which the remaining 11.8% is influenced by other factors outside the model studied in this study.

Hypothesis Testing

1. T test (Partial)

It is used to determine each influence of each independent variable on the dependent variable partially. With the criterion of significance value < 0.05 , the hypothesis is accepted and if the significance value is ≥ 0.05 , then the hypothesis is rejected.

Table 7. Test Results t

Coefficients^a					
Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	-.029	.641		-.045
	Green Product	-.057	.052	-.091	-1.113
	Green Promotion	.675	.078	.823	8.628
	Green Brand Image	.333	.114	.220	2.934
a. Dependent Variable: Green Purchase Intention					

The t-test on the Green Product variable has a t-count of -1.113 with a significance of 0.269 (> 0.05), it is concluded that Green Product does not have a significant effect on Green Purchase Intention.

The green promotion variable has a t-value of 8.628 with a significance of 0.000 (< 0.05) indicating that Green Promotion has a positive effect on Green Purchase Intention. In the Green Brand Image variable itself, t calculation was obtained with a significance of 2.934 significance of 0.004, meaning that the green brand image has a relevant effect on Green Purchase Intention.

2. F Test (Simultaneous)

Table 8. Test Results f

ANOVA					
Model		Sum of Squares	df	Mean Square	F
1	Regression	1457.235	3	485.745	246.983
	Residual	188.805	96	1.967	
	Total	1646.040	99		
a. Dependent Variable: Green Purchase Intention					
b. Predictors: (Constant), Green Brand Image, Green Product, Green Promotion					

The F test with a value of f calculated 246.983 with a significance of $0.000 < 0.05$, thus shows that Green Product, Green Promotion, and Green Brand Image together have a relevant

effect on Green Purchase Intention, so the model is suitable to be applied to explain independent variables and dependent variables.

The Influence of Green Product (X1) on Green Purchase Intention (Y)

The results of the t-test showed that based on the t-value of calculating the Green Product variable of -1.113 with a significance value of 0.269, this value is greater than the significance of $\alpha = 0.05$. With that, H1 was rejected which means that Green Product does not have a positive and significant effect on the Green Purchase Intention of Innisfree consumers in Cirebon City.

This result is in accordance with the previous findings by Sholihah & Haryoso (2023) stating that Green Products have no effect on green Purchase Intent, therefore this green product has not formed a Green Purchase Intention for Sukin brand skincare products. However, the results of this study are not in line with the previous findings of Beatrice & Sidharta (2025) that green product results have a significant effect on Green Purchase Intention in Eco-Friendly Cosmetic Products in Surabaya.

Thus, Green Products that have no effect on Green Purchase Intention show that Green Products offered by innisfree in Cirebon City have not been a basic consideration in conducting Green Purchase Intention in this study.

Driver of Green Promotion (X2) against Green Purchase Intention(Y)

The results of this study show that Green Promotion has a significant influence on Green Purchase Intention with a t-value of 8.628 and a significance level of $0.000 < 0.05$, and a positive beta value of 0.823. So it can be concluded that Green Promotion has a significant positive effect on Green Purchase Intention for Innisfree consumers in Cirebon City.

This research is in line with previous findings by (Alfarabi & Monoarfa, 2025) which states that Green Promotion has a significant effect on Green Purchase Intention. This proves that the more effective the promotion, the intensification of education is proven to be able to convey a good environmentally friendly message in encouraging the Green Purchase Intention of Innisfre consumers in Cirebon City.

Green Brand Image (X3) terhadap Green Purchase Intention (Y)

Based on the results of the t-test, it shows that Green Brand Image has a significant influence on Green Purchase Intention by a calculated t-value of 2.934 with a significance of 0.004 and a positive beta of 0.220. This significance value is smaller than $\alpha = 0.05$ ($0.004 < 0.05$), so it can be concluded that Green Brand Image has a positive and significant effect on the Green Purchase Intention of Innisfree consumers in Cirebon City.

This finding is in line with previous research by (afrida kUSDwi Zahra & Rohman, 2024) which states that green brand image has a positive effect on increasing Green Purchase Intention. This proves that when a company has a good eco-friendly brand image in the minds of consumers, it is proven to be able to form confidence in consumers that choosing Innisfree is the right choice. This perception will encourage an increase in Green Purchase Intention.

The Influence of Green Product, Green Promotion, and Green Brand Image on Green Purchase Engagement

The results of the F test showed that the F value was calculated as 246.983 with a significance of $0.000 < 0.05$, which means that Green Product, Green Promotion, and Green Brand Image simultaneously have a relevant effect on Green Purchase Intention. Showing that these three variables explain 88.2% of the variation in Green Purchase Intention, while the rest is influenced by other factors.

Affirming that Green Purchase Intention is formed as a result of a combination of green products, green promotions, and environmentally friendly brand image, which are jointly needed to increase the purchase intention of environmentally friendly products.

CONCLUSION

The results of the data analysis and findings of this study regarding Green product, Green Promotion and Green Brand Image on Green Purchase Intention, it can be concluded that: Green product does not have a significant effect on Green Purchase Intention. That the environmentally friendly attributes inherent in products such as the use of natural materials, recyclable packaging, and environmentally friendly labeling have not been the basic weighing in determining the intention to purchase environmentally friendly products in the Cirebon City area. Green promotion has a positive and significant effect on Green Purchase Intention. With the more intensive, effective, and educational the company's eco-friendly promotion strategy, the stronger this eco-friendly preservation message will be to consumers to encourage green purchase intentions. Green Brand Image has a relevant effect on Green Purchase Intention. The stronger and more positive the eco-friendly brand image inherent in Innisfree, it will definitely increase their confidence to carry out the intention to purchase this eco-friendly product. Green Product, Green Promotion, and Green Brand Image found that these three variables are jointly complementary and play an important role in shaping consumer intentions in purchasing these environmentally friendly products. The suggestion from this study is that companies are expected to change the way they market by not only highlighting environmentally friendly products but evidence of real benefits for the environment and for skin health clearly and consistently in consumers. In addition, companies must continue to maximize green promotion and environmentally friendly brand image through interactive campaigns to increase optimal consumer purchase intention. For the next researcher, it is recommended to add other variables such as green trust, environmental concern (Environmental Concern) or the price of sample and regional products so that the results obtained are more pariative to consumer buying intentions.

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