

THE EFFECT OF GREEN BRAND IMAGE AND GREEN PRODUCT IN BUILDING AVOSKIN CONSUMER LOYALTY THROUGH GREEN TRUST



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Abstract

Increased consumer awareness of environmental issues has driven a shift in preference and loyalty to environmentally friendly products. This research intends to investigate how green trust acts as a mediating factor in the link between green brand image and green products in relation to customer loyalty, particularly among Avoskin skincare users in Malang City. The methodology applied is quantitative, involving 186 participants chosen via non-probability sampling methods. The analysis of the data was carried out using the Structural Equation Modeling (SEM) technique through SmartPLS 4.0. The outcomes reveal that the green brand image and green product significantly influence both green trust and customer loyalty. Furthermore, it is confirmed that green trust serves as an important mediator in the impact of green brand image and green products on customer loyalty. These results highlight the critical nature of trust and enduring loyalty among environmentally conscious consumers. This research adds value to the establishment of sustainable marketing initiatives within Indonesia's skincare sector.

Keywords: Green Brand Image; Green Products; Green Trust; Customer Loyalty

INTRODUCTION

The rapid growth of the business sector in Indonesia, marked by industrial expansion and increasing public consumption, has indirectly contributed to the emergence of various increasingly complex environmental problems, especially in terms of waste management. According to information collected from SIPSN in 2022, plastic waste is the second largest type with a proportion reaching 18.08% of the total national waste generation, just below food waste which dominates with a figure of 40.64% (SIPSN, 2022; DataBoks, 2024). This is exacerbated by the lack of awareness to sort waste based on its type. Thus, the process of waste management and waste decomposition in the landfill becomes ineffective, which not only hinders recycling efforts and the composting process, but can also increase the risk of water and soil pollution.

As consumer awareness of environmental sustainability issues increases, there has been a significant shift in preferences and actions taken when purchasing goods, especially those related to environmentally friendly goods. Product quality not only influences consumer purchase intentions but also has a direct impact on their level of satisfaction, making quality an important factor in the decision to purchase green products. In a theoretical framework, the concept of green brand image refers to consumer perceptions of the extent to which a brand shows concern and commitment to environmental sustainability. Chen (2010) said that green brand image is a brand image that is built from the customer's perspective towards a company's environmental initiatives. This includes the use of environmentally friendly materials, sustainable production practices, and transparent communication about environmental impacts. When consumers decide to purchase a product based on various factors, including consumer environmental awareness, perceived product quality, competitive product prices, and green marketing approaches, such as product labeling and communication. Consumers will tend to choose products that implement sustainability principles and environmentally friendly practices. The results suggest that products must create effective marketing strategies that highlight their green attributes and sustainable values to attract more environmentally conscious customers. By improving product quality, setting competitive prices, and raising awareness of environmentally friendly initiatives, a brand can increase the desire to make a purchase (Armalwaln et al., 2023). Then, this positive perception then forms green trust, namely consumer trust in the authenticity and consistency of sustainable claims as stated by (Sinwadana, 2017). In this study, green trust acts as an important mediating variable in strengthening the relationship between green brand image and consumer loyalty. A study by Diana, (2020) and Ratih et al., (2022) found that consumer trust and loyalty to the brand were positively correlated with their perception of the brand's green image. When a brand can offer a valuable consumer experience through the use of effective green marketing that includes the use of environmentally friendly materials, sustainable production processes, promotional approaches that emphasize environmental concerns, and prices that reflect green values, customers not only like the brand, but also tend to build long-term loyalty and frequently purchase goods with the brand (Yasari et al., 2025). This is because the customer's personality, especially those related to environmental concerns, is consistent with the values carried by the brand, thus creating a strong emotional bond and trust with the brand.

Furthermore, the Theory of Planned Behavior framework (Ajzen, 1991) provides a basis for understanding how consumers form an intention and build loyalty towards green

products. where, positive attitudes towards green brands and products can support a sustainable lifestyle. The Trust Commitment Theory, which emphasizes that trust and commitment are the basis for long-term relationships between customers and brands, reinforces this. For Avoskin users, who believe in the concept of sustainability, trust is very important. Where, it can determine whether positive perceptions of brand image and green products can drive real loyalty. In other words, even though consumers have a good assessment of the brand and its products, real loyalty will only be formed if they feel confident that the sustainability claims are actually implemented. In the context of green marketing, it can affect customer loyalty. It has been found that green marketing initiatives can increase customer satisfaction and their loyalty to environmentally friendly products (Dewi et al., 2023). This is due to the fact that customers tend to feel more emotionally and morally involved with brands that are in line with their sustainability principles.

Avoskin is a local skincare brand under PT AVO Innovation & Teknologi, which is the implementation of the sustainability concept in the beauty industry. Luo et al., (2023), Avoskin has started implementing the pantal beauty concept by using natural and safe ingredients, and prioritizing environmentally friendly packaging such as glass bottles, recycled plastic and also packaging made from sugarcane. The content in Avoskin products is also formulated without potentially harmful ingredients such as SLS, parabens, fragrances, silicon, and is not tested on animals (Avoskin, 2024). Through the #LoveAvoskinLoveEarth campaign and the digital take-back program in collaboration with Waste4Change, Avoskin invites consumers to return used packaging so that it can be recycled. The Profit, People, Planet philosophy carried by Avoskin can directly strengthen the green brand image and build green trust in the minds of consumers. This trust will be a strong foundation in creating kinsmen loyalty, especially amidst the increasingly tight competition in the skincare industry.

In the context of this green product innovation, researchers want to study how Avoskin products contribute to increasing awareness of sustainable products by looking at the image that is highlighted. This study aims to increase understanding of the skincare industry, so that it can be a reference for other brands in developing sustainable marketing strategies.

REVIEW OF LITERATURE

Green Brand Image

Chen, (2010) argues that green brand image is a customer perception of a brand that is closely related to the brand's commitment and concern for environmental preservation starting from the environmentally friendly production process, the use of sustainable materials, to marketing strategies that support sustainability. This green image reflects the extent to which the brand instills a responsible identity in the minds of consumers. Mourad et al., (2012) added that green brand image not only functions to meet the expectations of consumers who are increasingly concerned about environmental issues, but can also be an advantage in business competition when a brand consistently shows a commitment to sustainability through environmentally friendly products. Thus, green brand image is not only a strategy, but also a strategic step that increases competitiveness and builds long-term loyalty in the minds of consumers.

According to the views of the experts above, it can be concluded that green brand image is a view formed by customers towards a brand that shows a real commitment to

environmentally friendly practices. The environmentally friendly brand image is an important added value, because it not only creates a positive perception, but also encourages consumer trust, satisfaction, and loyalty in the long term. The indicators include a) environmental reputation, b) Environmental professional c) Environmental concern d) Environmental successful e) Environmental trustworthy.

Green Products

Green products are products that are made to minimize negative impacts on the environment throughout their life cycle, from production, distribution, to disposal with non-hazardous and safe materials. Meanwhile, according to (Susilo, 2012) green product is a reflection of a company's strategic efforts in designing, offering, promoting and distributing products that are oriented towards environmental sustainability. In other words, environmentally friendly products do not only prioritize the end result that is free from pollution, but also emphasize the entire underlying process. The indicators are a) Product hazard level b) Product packaging c) Raw material composition d) Eco label certificate

Customer loyalty

Customer loyalty can be defined as the level of consumer attachment and commitment to a brand or company, as demonstrated by repeat purchases and customer recommendations. According to Kotler & Keller, (2016), customer loyalty is defined as a deep commitment from consumers to continue to repurchase a product or service in the future. This occurs despite many marketing influences and efforts that can change consumer behavior, but customer loyalty reflects an emotional connection and trust in the brand, which keeps customers loyal even in the midst of similar business competition. The indicators used in customer loyalty are: (1) Repeat Purchase (2) Retention (3) Referrals.

Green Trust

Green trust encompasses the trust that customers have in a company's commitment to implementing sustainable and environmentally friendly practices. Green trust is defined as consumer beliefs and expectations that are formed based on competition and a company's commitment to environmentally friendly products, which will ultimately influence their desire to trust the product. (Luo et al., 2023) Thus, it can be said that green trust reflects the extent to which consumers feel that the product contributes to environmental preservation. Research indicators for the green trust variable are: (1) Environmental claims (2) Environmental reputation (3) Environmental performance (4) Environmental commitments.

Research Hypothesis

H1: Green Brand Image has a significant positive impact on green trust.

H2: Green products have a significant positive influence on green trust.

H3: Green Brand Image has a positive and significant impact on customer loyalty.

H4: Green products have a positive influence on customer loyalty.

H5: Green trust has a positive and significant impact on customer loyalty.

H6: Green Brand Image has a positive and significant role in increasing customer loyalty through green trust.

H7: Green products have a positive and significant impact on customer loyalty through green trust.

Based on the objectives and hypotheses. it consists of four variables, namely green brand image as the independent variable (X1), green product as the independent variable

(X2), customer loyalty as the dependent variable (Y), and the intervening variable, namely green Trust (Z). The interaction between these variables can be illustrated in the figure below:

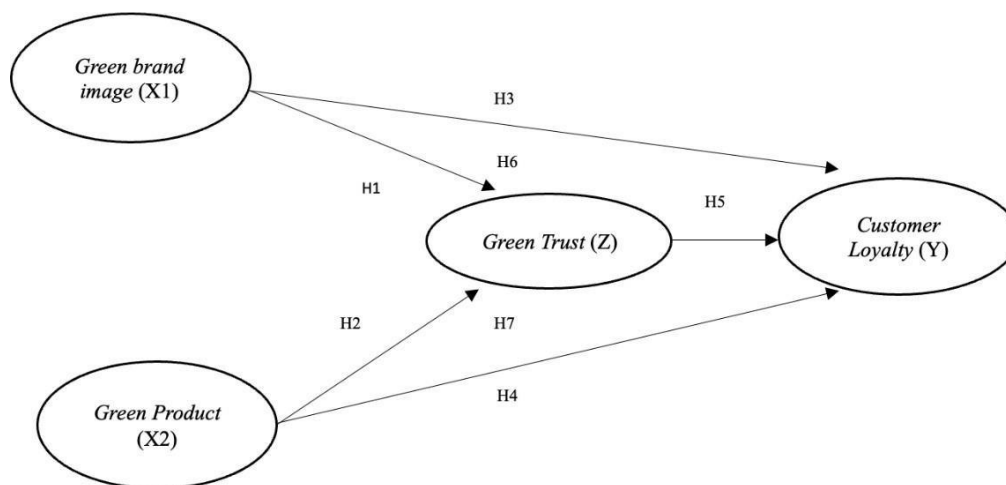


Figure 1
Research Design

Source: processed by researchers, 2025

RESEARCH METHOD

This study applies quantitative methods to measure the extent of the relationship or impact between independent variables and dependent variables. Creswell (2014) states that quantitative research is a type of research that focuses on collecting and evaluating data in the form of numbers, where variables are measured systematically through scores, values, and can be organized in the form of rankings or frequencies to be tested statistically. This study applies descriptive analysis methods and explanatory studies using a quantitative approach. Descriptive research aims to provide a systematic description of the phenomenon being studied. Descriptive research is used to explain problems related to green brand image, green products, customer loyalty, and green trust. Explanatory research is a type of research that aims to show the position of variables and the impact of variables. In this study, explanatory research applies a survey approach by taking samples from the population through the use of questionnaires to identify the relationship and effects of environmentally friendly brand image and environmentally friendly products on customer loyalty, where trust in the environment functions as a mediating variable in users of Avoskin skincare products. Meanwhile, the descriptive method focuses on information in the field regarding the phenomenon being studied.

The researcher then used the multiple linear regression SEM-PLS method with SmartPLS 4.0 for data analysis. This research model aims to examine how green brand image and green products impact customer loyalty; green trust is an intervening variable. This model consists of a structural model and a measurement model.

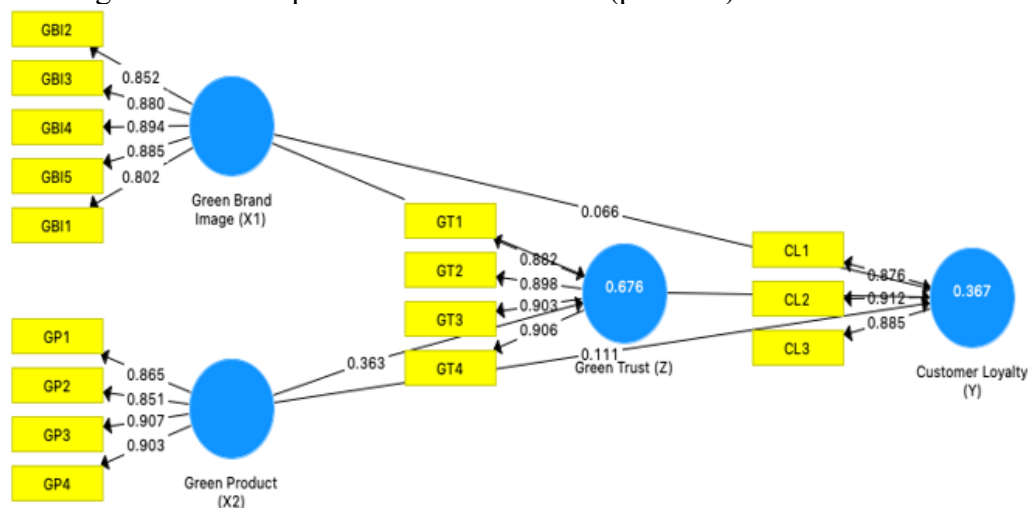
In this study, the population is categorized as an unknown population or infinite population, where the population studied is unknown, namely, students who use Avoskin skincare in Malang City. Due to the limitations of researchers in knowing the population of students who use Avoskin skincare in Malang. The population in this study consists of

respondents who have purchased and used Avoskin products. Then to determine the sample, a sample size calculator was used, so that 186 respondents were found. In this study, using a non-probability sample, where each individual in the population does not get an equal opportunity to be selected as part of the sample. According to Creswell, (2014) on probability sampling refers to the process of selecting samples based on certain considerations, such as the availability of data or specific research objectives.

RESULTS AND DISCUSSION

SEM-PLS Analysis

Partial Least Square (PLS) analysis is used by researchers to test and analyze direct and indirect influences between research variables. This PLS analysis is used to determine whether there is a positive and significant impact of various variables. The impact is considered significant if the p-value is less than 0.01 ($p < 0.01$).



Source: Data Processed (2025)

Structural Model Testing (Inner Model)

Predictive Relevance (Q²)

Predictive relevance (Q²) analysis aims to measure the extent to which a model has predictive ability against observational data. According to (Hair et al., 2017), if the Q² value exceeds 0, this indicates that the model has significant predictive ability. Conversely, a Q² value below 0 indicates that the model has low predictive ability. In terms of interpretation, a Q² value reaching 0.02 is considered small, 0.15 is medium, and 0.35 is large.

In this study, blindfolding analysis has been conducted using cross-validated redundancy and cross-validated communality methods. The results are as follows:

Table 1
Results of Construct Cross-Validated Redundancy Data Processing

Variables	Q ² (=1-SSE/SSO)	Information
Customer Loyalty (Y)	0.272	Moderate
Green Trust (Z)	0.537	Strong

Source: Processed data, 2025

It can be seen from table 4.15, that the Q-Square Predict value is greater than 0, which indicates that the Customer Loyalty variable has a value of 0.272 and thus shows moderate predictive relevance. Furthermore, the Green Trust variable gets a value of 0.537 which indicates strong predictive relevance. Based on these results, all endogenous constructs, namely Customer Loyalty and Green Trust, show a Q^2 value > 0 , even exceeding 0.35. This shows that the model used in this study has significant predictive relevance in predicting the relationship between variables. Therefore, it can be concluded that the approach applied in this study is valid and has the ability to predict the phenomenon being analyzed, namely the relationship between green brand image and green products to customer loyalty with Green Trust as an intervening variable.

R Square (R^2)

The coefficient of determination (R^2) is used to assess the extent to which independent variables can explain changes that occur in dependent variables in a study. The R^2 value can range from 0 to 1; the higher this value, the more effective the model is in explaining data variation. R square, based on Like (2017), has a value of 0.67 for the strong category, 0.33 for the moderate category, and 0.19 for the weak category.

Table 2
Results of R Square Data Processing

Variables	$Q^2 (=1-SSE/SSO)$
Customer Loyalty (Y)	0.367
Green Trust (Z)	0.676

Source: Processed Data, 2025

Based on the estimation results using the PLS Algorithm on SmartPLS as shown in the image above, the R^2 value for the Customer Loyalty variable has an R^2 value of 0.367, and the Green Trust variable has an R^2 value of 0.676. The R^2 value of 0.367 for Customer Loyalty indicates that the model is able to explain 36.7% of the variation in Customer Loyalty through Green Brand Image, Green Product, and Green Trust. This value is included in the moderate category, so it can be said that the model has a fairly good level of predictive ability for customer loyalty. Meanwhile, the R^2 value of 0.676 for Green Trust indicates that the model is able to explain 67.6% of the variation in Green Trust through Green Brand Image and Green Product. This value is included in the strong category, so it can be concluded that the model has a very good ability to predict Green Trust. Overall, the findings of this study indicate that the proposed structural model is feasible and relevant for use in assessing the relationships between the variables studied.

F Square

The F square value analysis in this study was carried out to understand the influence of independent variables on dependent variables. This value shows data on the relative contribution of an independent variable in explaining changes that occur in the dependent variable. Based on the criteria of Hair (Hair et al., 2017), if the F square value of the exogenous value is >0.02 then it is included in the small effect, if >0.15 then it is included in the medium or moderate, and if the value is >0.35 , then it is included in the large effect. Below is a data processing table obtained by smartPLS analysis to see the F square.

Table 3
Effect Size Data Processing Results

Variables	CL	GBI	GP	GT
Customer Loyalty				
Green Brand Image	0.020			0.271
Green Product	0.060			0.142
Green Trust	0.109			

Source: Processed by Researchers, 2025

Based on the table above, it can be seen that f square shows that the green brand image variable (GBI) has an effect size of 0.020 on customer loyalty, which is included in the small effect category, indicating that the direct influence of GBI on customer loyalty is relatively small. The green product variable (GP) has an effect size value of 0.060 on customer loyalty, but it is still small. On the other hand, the influence of GBI on GT has an f^2 value of 0.271, which is categorized as a medium effect, indicating that an environmentally friendly brand image can foster stronger green trust. The influence of GP on GT has an effect size value of 0.142, which is still categorized as a small effect, but is quite close to a medium effect. The results show that both GBI and GP contribute significantly to the formation of Green Trust, which then acts as a mediating variable in forming customer loyalty.

Outer Model Analysis

Convergent Validity

Convergent validity aims to ensure that each indicator in a construct actually has the ability to measure the desired latent variable. According to (Subhaktiyasa et al., 2024), if the external loading value is greater than 0.70, the indicator meets convergent validity. This value indicates that more than half of the variation in the indicator can be caused by the structure it represents.

Table 3
Results of Outer Loadings data processing

No	Variables	Indicator	Outer Loadings
1	Green Brand Image (X1)	GBI1	0.802
		GBI2	0.852
		GBI3	0.880
		GBI4	0.894
		GBI5	0.885
2	Green Products (X2)	GP1	0.865
		GP2	0.851
		GP3	0.907
		GP4	0.903
3	Green Trust (Z)	GT1	0.882
		GT2	0.898
		GT3	0.903
		GT4	0.906
4	Customer Loyalty (Y)	CL1	0.876
		CL2	0.912
		CL3	0.885

Source: Processed data, 2025

Based on these findings, it can be concluded that all indicators in this study meet the convergent validity standards, because all outer loading values exceed 0.70. Therefore, each indicator applied in this study is empirically valid in describing each independent variable.

Discriminant Validity

Discriminant validity aims to ensure that each construct in the model really has a clear difference from other constructs. This test is carried out using the Fornell-Larcker criteria, which are explained as follows:

Table 4
Results of Fornell-Larcker Criterion data processing

Variables	Customer Loyalty (Y)	Green Brand Image (X1)	Green Products (X2)	Green Trust (Z)
Customer Loyalty (Y)	0.891			
Green Brand Image (X1)	0.521	0.864		
Green Products (X2)	0.517	0.806	0.882	
Green Trust (Z)	0.598	0.794	0.767	0.897

Source: Processed data, 2025

The results of the Fornell-Larcker Criterion test show that the AVE square root value listed on the diagonal of the table is a higher number compared to the relationship between constructs. For example, the AVE square root value for Customer Loyalty is 0.891, which is higher than the relationship between Customer Loyalty and Green Brand Image (0.521), Green Products (0.517), and Green Trust (0.598). The same thing also applies to other constructs. This proves that each construct in this model is more closely related to its own indicators than to other constructs, so that the discriminant validity based on the Fornell-Larcker Criterion is met.

Composite Reliability (Cronbach's Alpha and AVE)

Discriminant validity Construct reliability indicates the extent to which indicators in a construct can consistently measure the same concept. Reliability is analyzed by considering the Composite Reliability (CR) value and Cronbach's Alpha. Based on research by Hair et al. (2017), a construct is considered reliable if the CR value reaches 0.70 or more and Cronbach's Alpha is 0.60 or more. Average Variance Extracted (AVE) evaluates the total variance captured by the construct compared to the variance caused by measurement errors. In accordance with the standards set by (Hair et al., 2017), an adequate AVE value should be at least 0.50.

Table 5
Results of Construct Reliability and Validity Data Processing

Variables	Cronbach's Alpha	rho_A	Composite Reliability	AVE	Caption
Customer Loyalty (Y)	0.872	0.895	0.920	0.794	Valid & Reliable
Green Brand Image (X1)	0.915	0.922	0.936	0.746	Valid & Reliable
Green Products (X2)	0.905	0.933	0.933	0.778	Valid & Reliable
Green Trust (Z)	0.919	0.943	0.943	0.805	Valid & Reliable

Source: Processed data, 2025

All AVE values exceed 0.50, indicating that more than half of the indicator variance can be explained by their respective latent constructs. These values indicate that all constructs in this model have very high reliability, so that the indicators in each construct can be trusted to measure the construct. This indicates that the constructs in this model have solid convergent validity, while strengthening the evidence of discriminant validity.

Hypothesis Results

Hypothesis testing in this study was conducted using the Partial Least Square Structural Equation Modeling (PLS-SEM) approach through the bootstrapping process. This method was adopted because PLS-SEM does not require the assumption of data normality (Hair et al., 2017). Hypothesis assessment was carried out based on the t-statistic and p-value numbers, where the criteria state that the hypothesis is accepted if the t-statistic value ≥ 1.96 and p-value ≤ 0.05 .

Table 6
Hypothesis Testing Results

Hypothesis	Path Coefficients	P Values	Caption
H1: Green Brand Image (X1) -> Green Trust (Z)	0.501	0,000	Accepted
H2: Green Product (X2) -> Green Trust (Z)	0.363	0,000	Accepted
H3: Green Brand Image (X1) -> Customer Loyalty (Y)	0.066	0.276	Rejected
H4: Green Product (X2)-> Customer Loyalty (Y)	0.111	0.121	Rejected
H5: Green Trust (Z) -> Customer Loyalty (Y)	0.461	0,000	Accepted
H6: Green Brand Image (X1) -> Green Trust (Z)-> Customer Loyalty (Y)	0.231	0,000	Accepted
H7: Green Product (X2)-> Green Trust (Z)-> Customer Loyalty (Y)	0.167	0,000	Accepted

Source: Processed data, 2025

Based on the data analysis shown in the figure above, the test results for hypothesis H1 indicate that Green Brand Image has a positive and significant impact on Green Trust, with a coefficient value reaching 0.501, t-statistic 6.648, and p-value 0.000. Since the t-statistic is higher than 1.96 and the p-value is lower than 0.05, hypothesis H1 is accepted. In testing hypothesis H2, Green Products are also proven to have a positive and significant impact on Green Trust, where the coefficient value is 0.363, t-statistic 4.871, and p-value 0.000. By meeting the significance requirements, hypothesis H2 is also accepted. Evaluation for hypothesis H3 regarding the impact of Green Brand Image on Customer Loyalty produces a coefficient value of 0.066, t-statistic 0.597, and p-value 0.276. Since the t-statistic is lower than 1.96 and the p-value is higher than 0.05, hypothesis H3 is rejected. Furthermore, testing for hypothesis H4 related to the impact of Green Products on Customer Loyalty shows a coefficient value of 0.111, t-statistic of 1.172, and p-value of 0.121. Because it does not meet the significance criteria (t-statistic < 1.96 and p-value > 0.05), hypothesis H4 is also rejected. Meanwhile, hypothesis H5 which tests the effect of Green Trust on Customer Loyalty produces a coefficient value of 0.461, t-statistic of 4.251, and p-value of 0.000. By meeting the established significance criteria, hypothesis H5 is accepted. In the indirect effect analysis, the evaluation for hypothesis H6 shows that Green Brand Image has an impact on Customer Loyalty through Green Trust, with an indirect effect value of 0.231, t-statistic of 3.326, and p-value of 0.000. Because the significance criteria are met, hypothesis H6 is accepted, indicating that Green Trust acts as a significant mediator in the relationship between Green Brand Image and Customer Loyalty. Likewise, the test for hypothesis H7 shows that Green Product influences Customer Loyalty through Green Trust, with an indirect effect value of 0.167, t-statistic of 3.377, and p-value of 0.000. Due to these significant results, hypothesis H7 is accepted, indicating that Green Trust also functions as a mediator in the relationship between Green Product and Customer Loyalty.

The Influence of Green Brand Image on Green Trust

The results of the study show that green brand image affects Green Trust. In other words, the stronger Avoskin's environmentally friendly image, the more customers trust the product. Consumers believe that the products they use truly support the principles of sustainability and environmental friendliness. The trust formed from this brand image is very important because it can strengthen customer relationships with the brand. In addition, it provides a positive signal for Avoskin to maintain and improve its reputation as a green brand so that customer trust remains high and maintained in the long term. The results of the study by Armawan et al., (2023) show that there is a positive and significant relationship between Brand Image and brand trust. The results of previous research found that green brand image has a significant influence on green trust. (Tan et al., 2022) and research from (Novitasari, 2024) also emphasized that green brand image has a direct influence on Green Trust, which then has an impact on purchasing intentions.

Influence Green Product against Green Trust

The second hypothesis suggests that green products have a positive impact on Green Trust because it shows that products that are truly environmentally friendly, both in terms of materials and manufacturing processes, can increase customer trust in Avoskin and make them believe that the product is not just a promise, but truly supports sustainability. The trust generated from this product is very important to maintain good relationships with customers. If the product is of high quality and environmentally friendly, customers tend to feel more confident and comfortable to continue using it. Therefore, the main thing that Avoskin must pay attention to is the quality of environmentally friendly products. Research that is in accordance with (Rahayu et al., 2023) which states that environmentally friendly products that meet sustainability criteria will strengthen consumer trust perceptions, because they are considered to have integrity, honesty, and appropriate ethical values.

Influence Green Brand Image on Customer Loyalty

The results of the study show that Green Brand Image has a positive effect on Customer Loyalty, but this effect is not significant. Although the green brand image is good in the eyes of consumers, it is not enough to make customers loyal. Additional factors that encourage customer loyalty to make customers continue to buy the same goods repeatedly are needed. Therefore, Avoskin must realize that creating a green brand reputation is not the only way to make customers loyal. Companies must take other approaches, such as improving customer experience and growing deeper trust so that customers are truly loyal to their products. The results of this study are in line with the findings of (Ratih et al., 2022) which state that Green Brand Image does form a positive perception, but does not directly result in loyalty without mediation such as trust or customer satisfaction. Research by This difference may be caused by the research context, respondent characteristics, or the level of depth of green branding implementation of each brand studied.

Influence Green Product towards Customer loyalty

The effect of green products on customer loyalty was also found to be positive, but not significant. This means that although environmentally friendly products are considered important by consumers, it does not necessarily make them loyal customers. Other factors such as satisfaction and trust may play a greater role in forming loyalty. Therefore, Avoskin should prioritize the quality of green products besides other aspects to increase customer loyalty. Providing good service and maintaining customer trust can be the key to making

customers loyal to Avoskin in the long term. These results are in line with research conducted by (Rahmayani et al., 2021), which states that Green Product attributes alone are not enough to drive loyalty without the mediation of consumer trust in the brand. According to several journals, the influence of green products is not always significant on customer loyalty. Other factors such as price, perception of direct benefits, and product features that are easier for customers to understand affect customer loyalty. Green products alone are not enough to build customer loyalty if not followed by the right marketing and education strategies.

Influence Green Trust towards Customer loyalty

The results show that Green Trust has a positive and significant impact on customer loyalty. This shows that the greater the customer's trust in Avoskin as an environmentally conscious brand, the greater the customer's loyalty to the product. This trust shows customers that Avoskin's commitment to sustainability is not just a promise but is real in practice. Customers' emotional involvement in Avoskin is getting stronger, which is reflected in repurchase behavior, regular product use, and the desire to recommend others to use it. The majority of respondents from Gen Z are very critical and selective about sustainability claims, so building this trust is very important to maintain their loyalty in the long term. Research conducted by (Mourad et al., 2012), which concluded that brands that are able to build trust through commitment to the environment will gain consumer loyalty in the long term. Therefore, the results of this study confirm that Green Trust is one of the key factors in building customer loyalty to green products, and is an important foundation for sustainability strategies.

The influence of Green Brand Image on Customer loyalty through Green Trust

The results of the study also show that green brand image affects customer loyalty through Green Trust. In fact, Avoskin's environmentally friendly image is not enough to make customers loyal; rather, consumers must believe that the company implements environmentally friendly values consistently. This trust leads to loyalty, such as repeat purchases and recommendations. With Avoskin's various commitments and activities, the brand image will be stronger if customers believe that the business really pays attention to the principles of sustainability. Therefore, Green Trust is an important component that connects brand image with customer loyalty, especially for the younger generation who highly value brand integrity in terms of sustainability. According to research conducted by (Tu et al., 2024), green brand image plays an important role in marketing to foster strong customer loyalty

The influence of Green Products on Customer loyalty through Green Trust

The relationship between green products and customer loyalty through Green Trust yields significant findings. This shows that Avoskin's eco-friendly features do not always make customers loyal without giving strong trust in the product's sustainability claims. This trust is what drives customers to continue using and recommending the product. Avoskin creates a positive perception by using safe natural ingredients and eco-friendly packaging. However, consumers will be more loyal if they are truly convinced that all these promises are true and not just marketing tactics. The role of Green Trust is very important to ensure that green product commitments can generate ongoing loyalty, especially for Gen Z

customers who demand transparency and real evidence. Wahyumar et al., (2023) explains that green products have an important role in marketing to strengthen strong customer loyalty.

CONCLUSION

This study aims to investigate and understand the significant contribution of eco-friendly brand image and eco-friendly products in building consumer trust in sustainable goods, and how these beliefs affect customer loyalty to the AVoskin skincare brand. The findings of this study indicate that eco-friendly brand image has a positive and significant impact on eco-friendly trust and customer loyalty, meaning that positive perceptions from consumers regarding a brand's environmental commitment can increase trust and loyalty. On the other hand, eco-friendly products also show a positive and significant influence on eco-friendly trust and customer loyalty, indicating that the sustainability element in a product is an important consideration in building customer trust. Eco-friendly trust is also proven to be able to mediate the relationship between eco-friendly brand image and eco-friendly products on customer loyalty. This confirms that consumer trust is a key factor in changing perceptions about sustainability into customer loyalty.

The implications of this study are to emphasize the importance of marketing strategies that can strengthen the green brand image and the quality of environmentally friendly products to build strong green trust in the minds of consumers. Avoskin Company needs to improve transparency and education related to environmental commitments in the production and distribution processes so that other industry players can implement sustainable practices. The limitations of this study are. This study only covers a limited sample of Avoskin product users, which may affect the generalization of findings to other brands. In addition, data collection for this study was only carried out through questionnaire distribution, which will limit the depth of data and direct interaction with participants. Future research is expected to include a larger sample to be able to cover various community groups, in order to obtain better generalization of results.

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