

ABSTRACT

The increase in plastic waste is driving businesses and consumers to recognize the importance of sustainable business practices, particularly in purchasing decisions, including within the beauty industry. Avoskin, as one of the pioneering local skincare brands championing a green & clean beauty concept, consistently commits to providing natural-ingredient products and contributing to environmental preservation through its "Bring Back Bottle" program. However, Avoskin still faces challenges in maintaining its marketability amid increasingly fierce competition in the skincare industry. Therefore, this study aims to analyze the influence of green marketing, environmental concern, and green brand trust on purchase decisions.

This study involved 165 respondents, selected through a purposive sampling technique from consumers who had previously purchased Avoskin products in the Special Region of Yogyakarta and Semarang City. The collected data were then analyzed using a Structural Equation Model (SEM) with the AMOS version 24 software.

The study results indicate that green marketing and environmental concern have a positive and significant effect on green brand trust. Furthermore, green marketing and environmental concern were also proven to have a direct, positive, and significant influence on purchase decisions. It was also confirmed that green brand trust has a positive and significant effect on purchase decisions.

Keywords : green marketing, environmental concern, green brand trust, purchase decision

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