The Effect of Green Marketing and Corporate Social Responsibility on Purchase Decisions Mediated by Brand Image (Study on Consumers of Avoskin Skincare Products in Denpasar City)

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ABSTRACT

Environmental pollution is an important issue today that is the responsibility of consumers and business actors. Consumers and business actors are required to be aware and care about the environment. This study aims to explain the effect of green marketing and corporate social responsibility on purchase decision mediated by brand image. The population of this study are consumers of Avoskin skincare products in Denpasar City. The method of determining the sample is non-probability in the form of purposive sampling with a sample size of 180 respondents. The data collection method uses a questionnaire in the form of a Google Form which is distributed via social media. The data analysis technique of this research uses Structural Equation Modeling (SEM) based on Partial Least Square (PLS). The results of this study indicate that green marketing and corporate social responsibility have a positive and significant effect on purchase decision, green marketing and corporate social responsibility have a positive and significant effect on brand image, brand image has a positive effect on purchase decision and brand image is able to partially mediate the effect of green marketing and corporate social responsibility on purchase decision. Based on the results of this research, it is hoped that the results of this research will be able to enrich the development of marketing management knowledge, especially related to consumer behavior, and be able to become a reference for policy makers to further enhance the application of green marketing and CSR in order to build a brand image so as to increase purchase decision for Avoskin skincare products.

Keywords: Brand image, CSR, green marketing, purchase decision.

I. INTRODUCTION

Environmental pollution is one of the important issues in Indonesia. Environmental pollution consists of water pollution, soil pollution and air pollution. One of the contributions to environmental pollution is caused by human activities and business actors, such as excessive use of plastic, improper waste management, use of raw materials for products that are not environmentally friendly, and careless disposal of waste. According to data from the Central Bureau of Statistics (BPS, n.d.), the percentage of environmental pollution in Indonesia from 2014 to 2018 consisting of water pollution in 2014 of 10.69% increasing to 25.11%, soil pollution in 2014 by 1.58% increased to 2.69% and air pollution by 14.60% decreased to 11.83%. Based on this data, all levels of society, both consumers and business actors, are required to be more aware and concerned about the environment for the sake of the sustainability and balance of the ecosystem on earth.

Today, consumer awareness of environmentally friendly products continues to increase. The number of consumers who are more concerned about environmentally friendly products in Indonesia has increased by 112% in 2020 as reported by the Kompas.com (2022). The survey was conducted by Databoks with the theme “Products Environmentally Friendly is Starting to Get a Lot of People's Eyes, What Are the Reasons?” in 2021. It stated that public awareness of environmental sustainability also had an impact on people's desire to buy environmentally friendly products (Databoks, 2021). The main reason people buy environmentally friendly products is to preserve the earth, namely 60.5%, 51.1% are satisfied with using environmentally friendly products, 41.3% want to give a good image. This survey shows that as much as 62.9% of people have bought environmentally friendly products. Respondents stated that the main requirements for becoming a sustainable product were environmentally friendly products, raw materials to packaging.

The results of Nielsen's research entitled "Sustainable Shoppers: Buy the Change They Wish to See in the World" (NIQ, 2018) also stated the same thing, namely more than 73% of respondents said they were ready to switch to products that are more environmentally friendly. As many as 41% of respondents also said they would start using products made from natural and organic ingredients. One of them is body care products. Body care products are a part of the
beauty industry. The results of beauty trend analysis research conducted by PT. Cosmax Indonesia on the Ultimagz.com website (2022) said that 2022 is the CHANGE (Collaboration, Hybrid, Advanced, Natural, Glass Skin and Eco Friendly) era, which means the beauty industry will present products that are more natural and environmentally friendly along with the high concern and awareness of the community towards the environment.

The concern and awareness of the community as a consumer to preserve the environment is by wisely buying and consuming products that can reduce the impact of environmental damage. Nandaika and Respati (2021) stated that in preserving the environment, the community must have knowledge about the products used that are safe for the environment, so that the community is able to make decisions about buying a product. Purchase decision are purchases of a product that begins with an awareness of needs and desires, then consumers will search for the desired product through the process of searching for information related to the desired product (Sugi A & Khuzaini, 2017). Fatmawati and Alikhwam (2021) said that consumers who are aware of maintaining environmental quality will always choose to use products that are friendly and safe for the environment.

Based on the increasing trend of public awareness of environmentally friendly products, this can encourage companies to produce environmentally friendly products. Several local businesses, especially those in the beauty industry, have produced environmentally friendly product options, including Sensatia Botanical, Avoskin, Halep, Solusi Martha Tilar, and Lacoco. PT. Avo Innovation Technology or better known as the skincare brand Avoskin is a company that has a strategy to commit to preserving the environment.

Avoskin (https://www.avoskinbeauty.com) is a local Indonesian skincare brand that carries the theme of the green beauty concept, namely prioritizing the production of products with natural ingredients. Avoskin skincare products are made from natural ingredients without ingredients that are harmful to the skin. The composition used is minimal alcohol free, SLS free, paraben free, fragrance free, and silicone free. Avoskin claims to be a cruelty free product, that is, it does not conduct product experiments on animals, this is one form of Avoskin's concern for the sustainability of environmental preservation. Packaging for Avoskin skincare products uses packaging with sustainable materials such as materials derived from sugarcane, one of which is glass, which can be recycled more easily so as to reduce the amount of plastic waste. Avoskin's current focus is to present several products with a clean beauty concept, namely paying attention to the quality of its products through eco-friendly ingredients.

In 2018 Avoskin began collaborating with the World Wide Fund For Nature (WWF) to support environmental preservation actions. The Corporate Social Responsibility (CSR) activities carried out by Avoskin include collaborating with Waste4Change, Avoskin adopted 3 orangutans and carried out forest reforestation with the Bos Foundation. Avoxin donated 10% of sales of Avoskin's Tree of Love bundling products for the tree planting program in Sumberoto Village.

According to https://compas.co.id, Avoskin is the best-selling local skincare brand on the Shopee and Tokopedia marketplaces, with total sales of Rp. 5.9 billion during the period 1-18 February 2021. In July 2021 the Compas team again collected data on Avoskin's sales performance at Shopee. Overall, local brands that have been established since 2014 have achieved total sales of Rp. 6.36 billion in July 2021. This amount of revenue was obtained from a total of 47 thousand transactions that occurred at official stores and non-official stores. Avoskin's total skincare sales were the highest, amounting to Rp. 11.7 billion in e-commerce sales in Indonesia from June to August 2022 beating nine other skincare product brands. Consumers of Avoskin skincare products are spread across all regions in Indonesia, including in Denpasar City.

Based on data on the fluctuating average non-food per capita consumption of the City of Denpasar for 2018-2022, it indicates that purchases of Avoskin skincare products fluctuate due to changes in consumption levels per individual within a certain period. This indicates that sales of Avoskin skincare products do not always increase due to changing consumer tastes or preferences, resulting in fluctuating consumer purchase decision for Avoskin skincare products in Denpasar City.

One of the strategies used by companies to increase purchase decisions for a product is green marketing (Adhimusandi et al., 2020). Green marketing is reflected by business actors in their activities of producing and marketing a product using environmentally friendly, recyclable raw materials and efforts made by nature to create environmentally based business activities. Green marketing according to the American Marketing Association (AMA, 1975) is the marketing of products that have been assumed to be safe for the environment. Therefore green marketing integrates a wide range of activities, including product modifications, changes to the production process, packaging changes, to changes to advertising (Arimbawa & Ekaawi, 2017). Green marketing can be said to be a marketing strategy that is concerned with environmental conditions and preservation (Nandaika & Respati, 2021).

Green marketing recommends using environmentally friendly products, for example, refillable, ozone friendly, healthy food, phosphate free and recyclable products (Nekmahmud & Farkas, 2020). Green marketing stimulates green consumption behavior by encouraging consumers to buy environmentally friendly products thereby reducing pollution (Tsai et al., 2020). Teona et al. (2020) consider green marketing as producers who develop products that are safe for the environment, recyclable and packaging that are easily decomposed and have better pollution control as well as more energy efficient operations. Fatmawati and Alikhwam (2021) said that the higher the green marketing, the higher the purchase decision. Consumers who are aware of maintaining environmental quality will always choose to use products that are friendly and safe for their environment. The use of environmentally friendly materials is a form of green marketing that can lead to a person's decision to buy a product, but apart from that the company's commitment to environmental issues can also play an important role in encouraging consumers to prefer buying and using these products. The results of research by Dewi and Rahanatha (2022) suggest that green marketing has a positive and significant effect on purchase decision for Starbucks in Denpasar City.
In addition to implementing a green marketing strategy, business actors must have a responsibility to continue to pay attention to the environment, especially to stakeholders who are expected to be able to have a positive impact so that they can help reduce existing environmental problems. According to Amalyah and Pertiwi (2021) the actions or concepts taken by companies as social and environmental responsibility are called Corporate Social Responsibility (CSR). Liu et al. (2018) stated that CSR influences consumers’ willingness to buy a product. Marketing activities that are socially responsible will influence consumers’ evaluation of a brand and increase their willingness to buy the brand (Hanaysha, 2017). Today, CSR is considered an important tool in building corporate image and maintaining relationships with stakeholders, including consumers (Dowell & Suresh, 2017).

Research by Widelia et al. (2015) stated that CSR has a positive and significant effect on purchase decision for Unilever products in the city of Bandung. The marketing strategy for a product carried out by business actors aims to improve brand image (Nandaika & Respati, 2021). Brand image is an understanding of the brand as a whole by consumers about a product which is determined by how to give a good name to a product and also how the company introduces the product so that it becomes a memory for consumers in forming perceptions of a product (Kotler & Keller, 2016, p. 330). A positive brand image can help differentiate a brand among other competing brands because it is driven by consistent marketing efforts and strategies.

Companies that apply green marketing strategies in producing and offering their products get a positive brand image (Rayon & Widagda, 2021). Amalyah and Pertiwi (2021) state that organizations that have social responsibility have a positive impact on brand image. Brand image can be a reference for consumers to determine purchase decisions. Hong et al., 2002 said that a brand image can be an important reference in consumers making purchase decisions. The structure of purchase decision for a product can be influenced by the formation of a brand image (Peter & Olson, 2013).

Based on previous research conducted by Nandaika and Respati (2021) stated that there is a significant influence between green marketing on purchase decision for Uniqlo products in Denpasar City. This is in line with the research of Adhimusandi et al. (2020) which states that green marketing has a positive and significant influence on purchase decision for The Body Shop in Samarinda because consumers do not feel hesitant in making decisions because at competitive prices consumers can buy products that are environmentally friendly and match their tastes. The difference in the results of the research was shown by the research by Widelia et al. (2015) revealed that there was no significant influence between green marketing and purchase decision for Unilever products in the city of Bandung. This is in line with the research of Rambing et al. (2015) that green marketing has no significant effect on purchase decision for AMDK Aqua products in Manado.

Research by Sarah and Sutar (2020) states that CSR has no significant effect on purchase decision for Indomaret products. In line with the research of Adhimusandi et al. (2020) which states that CSR has no significant effect on purchase decision. Research conducted by Panungkelan et al. (2018) stated that CSR partially did not have a significant effect on the decision to stay at the Swiss Bell Manado Hotel. The results of this study are in contrast to several research results including Desanto et al. (2018) stated that CSR has a positive and significant effect on purchase decision for AMDK Aqua products in Manado. These results are supported by the results of research conducted by Amalyah and Pertiwi (2021) stating that CSR has a positive and significant influence on purchase decisions. Research by Sugi A and Khuzaini (2017) also strengthens the findings of research results which state that CSR has a positive and significant effect on the decision to purchase Cleo's drinking water in Surabaya.

Based on research gaps from previous research, there are several variables that are able to mediate influences related to green marketing, CSR and purchase decision including: buying interest variables (Kartikasari et al., 2018), electronic word of mouth variables (Mubarok, 2023) and brand image variables (Rayon & Widagda, 2021). This study uses the brand image variable as a mediating variable between green marketing, CSR and purchase decision. The use of brand image variables is based on the fact that Avoskin's skincare products have a strong brand image supported by the awards that Avoskin has won, namely in 2020 the Avoskin brand was awarded the Best in Local Brand Skincare category at the 2020 Sociolla Awards and in the same year the Avoskin brand won the Local Brand of The Year award at the 2020 Female Daily Best of Beauty Awards.

In addition to receiving several awards, Avoskin's skincare products have been named the best-selling local skincare brand. The awards that have been won indicate that Avoskin's skincare products have a positive brand image. This indicates that the Avoskin company has good credibility, and the Avoskin skincare product brand is one of the best brands among similar product brands. Brand image can affect consumer perceptions about purchase decisions such as product superiority and also company credibility.

The green marketing strategy carried out by producers has a positive impact on the company, including increasing sales and increasing the company's brand image, besides that the green marketing strategy will be able to improve brand image which will lead to purchase decision for green products (Paramitra, 2019). Rayon and Widagda (2021) say that increased green marketing can improve brand image and brand image can increase purchase decision for Ades bottled drinking water in Denpasar City. Research conducted by Dewi and Aksari (2017) states that brand image significantly mediates the relationship between green marketing and purchase decision for Oriflame products. The higher the green marketing level, the better Indomaret purchase decision through brand image (Sarah & Sutar, 2020). After the existence of brand image as a mediating variable, the influence of green marketing on purchase decision for Starbucks in Denpasar has increased in research (Dewi & Rahanatha, 2022). According to Pertami and Setiawan (2017) stated that a positive brand image is also generated by corporate social activities (CSR).

Salehzadeh et al. (2018) states that brand image can increase because companies carry out CSR which will have positive consequences and also provide a good reputation. Research Desanto et al. (2018) produced brand image which had a significant effect as a mediating variable between the

DOI: http://dx.doi.org/10.24018/ejbmr.2023.8.4.2081

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influence of CSR on purchase decision for AQUA packaged drinking water products. Amalyah and Pertwi (2021) state that the brand image variable can mediate the influence of CSR on purchase decision for Rabbani products in Salatiga City, the introduction of Rabbani products in Salatiga City through CSR programs can build product brand images.

Based on this phenomenon and research gap, it is important to conduct research to discuss the effect of green marketing and corporate social responsibility on purchase decision mediated by brand image among local Avoskin skincare consumers (to consumers of Avoskin skincare products in Denpasar City).

II. LITERATURE REVIEW
A. Purchase Decision
According to Kotler and Keller (2016, p. 195) purchase decisiona are decision processes in which consumers actually decide to buy a product among various alternative choices. In this study, consumer purchase decisions are a decision process in which consumers actually decide to buy Avoskin skincare products with certain considerations. The purchase decision is the stage in the decision-making process where consumers actually buy a product produced by the company (Nandaika & Respati, 2021). Rayon and Widagda (2021) state that purchase decision is a series of choices that consumers make before making a purchase. Purchasing decision is the stage in the decision-making process where consumers actually buy a product produced by the company. Decision making is an individual activity that is directly involved in obtaining and using goods used by consumers (Dewi & Aksari, 2017). Adhimusandi et al. (2020) said that decision making from individual activities that are directly involved in obtaining and using the goods offered is called a purchasing decision.

B. Green Marketing
When green marketing emerged in the late 1980s and early 1990s, the American Marketing Association (AMA) had held a workshop on "Ecological Marketing" in 1975, the result of which was the first book discussing green marketing entitled "Ecological Marketing" and defining green marketing, as a study of the positive and negative aspects of marketing activities on pollution, energy depletion and non-energy resource depletion (Henion & Kinear, 1976, as cited in Polonsky, 1994). Chen et al. (2018) define green marketing as an environmentally friendly policy, a strategy, a company’s marketing strategy and also as a management process that can be recognized, expected and adapted to consumers and environmental appeals as well as generate profits and sustainable management. Wu et al. (2018) revealed that green marketing is integrated marketing into human life to protect the environment. According to Kirgiz (2016, p. 23), green marketing is based on respecting and protecting nature, all forms of life and the integrity of society, based on the efficient use of natural resources without creating new areas of consumption. The focus is on ensuring and maintaining nature’s balance while keeping energy consumption at the lowest possible level, and that does not encourage the production of single-use products. Green marketing looks for alternatives to eliminate the environmental pollution created by industry, promotes the use of eco-friendly products, keeps packaging processes to a minimum and encourages awareness of recycling in society. (Green marketing means producing, advancing, deciding costs, and distributing products without neglecting the damage to biological systems (Aludbai & Develi, 2022).

C. Corporate Social Responsibility
According to Kotler and Lee (2005), Corporate Social Responsibility (CSR) is a reflection of a company that cares about the state of the environment and society. Companies need to carry out CSR so that these companies gain the trust of the community to carry out their business activities. CSR is the company's commitment to improving community welfare through good business practices and contributing some of the company's resources. CSR is an action or concept carried out by companies as a form of their social and environmental responsibility. CSR is an action or concept carried out by companies as a form of their social and environmental responsibility. Corporate social responsibility or social disclosure, corporate social reporting is the process of conveying the impact of an organization's economic activities to specific interest groups and to society as a whole. CSR is important to do, and CSR is making future savings for the company to get profit. The benefits obtained are not just economic benefits but social and environmental benefits for the sustainability of the company (Sugi A & Khuzaini, 2017). Amalyah and Pertwi (2021) say that CSR is an action on the concept taken by companies as a form of social and environmental responsibility. Corporate social responsibility or social disclosure, corporate social reporting is the process of conveying the impact of an organization's economic activities on society and the environment for special interest groups and the whole community.

D. Brand Image
Brand image is consumer understanding of a brand as a whole which is not solely determined by how to give a good product name, but also how to introduce the product so that it becomes a memory for consumers in forming perceptions of a product (Genoveva & Samukti, 2020). Brand image is a representation of the overall perception of a brand and is formed from past information and experience with the brand (Halim & Suparna, 2021). Brand image is a set of beliefs, ideas, impressions and perceptions of a person, a community or society about a brand. Consumers view brand image as the most important part of a product, because brand image reflects a product. In other words, brand image is an important element that can encourage consumers to buy products (Suryantari & Respati, 2022). A good brand image is one of the company's assets, because a brand has its own value for consumers, and where people will have positive perceptions and impressions of the company (Zzahroh & Fauzi, 2018).
E. Research Concept

F. Research Hypotheses

H1: Green marketing has a positive and significant effect on purchase decision.

H2: Corporate Social Responsibility has a positive and significant effect on purchase decision.

H3: Green marketing has a positive and significant effect on brand image.

H4: Corporate social responsibility has a positive and significant effect on brand image.

H5: Brand image has a positive and significant effect on purchase decision.

H6: Brand image is able to significantly mediate the effect of green marketing on purchase decision.

H7: Brand image is able to significantly mediate the effect of corporate social responsibility on purchase decision.

III. METHODOLOGY

This research is a quantitative research in the form of associative. This research is located in Denpasar City, Bali Province. The population of this study are consumers of Avoskin skincare products who live in Denpasar City and the number cannot be stated or counted with certainty (infinite). This study uses a non-probability sampling technique, because the number of members of the population is not known. More specifically, this study used a purposive sampling technique, namely a sampling technique based on certain criteria or considerations (Sugiyono, 2021, p. 131).

The criteria for determining the sample used are as follows: (1) Minimum education is high school graduation/equivalent. This consideration is used because someone with that level of education can understand the contents of the questionnaire. (2) Respondents live in Denpasar City. (3) Respondents have purchased and used Avoskin skincare products in the past year.

The number of respondents taken was 180 respondents. Data collection methods in this study using a questionnaire. Data collection was carried out by distributing questionnaires to consumers of Avoskin skincare products in Kora Denpasar. The questionnaire is in the form of a Google Form which is distributed through social media such as Line, Whatsapp, Facebook, Instagram and other social media. The Likert scale is used in measuring variable indicators in the questionnaire. The statistical technique used to analyze the data is Structural Equation Model analysis based on Partial Least Square (PLS).

IV. RESULTS

A. Characteristics of Respondents

This study has a total of 180 respondents. Respondent characteristics are presented through an overview that is seen through gender, age, last education, occupation, and income. The characteristics of the respondents are presented in Table I as follows:

<table>
<thead>
<tr>
<th>No</th>
<th>Characteristics</th>
<th>Classification</th>
<th>Number of Respondents</th>
<th>Percentage (%)</th>
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<td>1</td>
<td>Gender</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Man</td>
<td>22</td>
<td></td>
<td>12.2</td>
</tr>
<tr>
<td></td>
<td>Woman</td>
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<td>Total</td>
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<tr>
<td>2</td>
<td>Age</td>
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<td></td>
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<tr>
<td></td>
<td>18-25 Years old</td>
<td>42</td>
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<td>23.3</td>
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<td></td>
<td>26-33 Years old</td>
<td>132</td>
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<td></td>
<td>42-49 Years old</td>
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<tr>
<td></td>
<td>≥50 Years old</td>
<td>1</td>
<td></td>
<td>0.6</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>180</td>
<td></td>
<td>100</td>
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<tr>
<td>3</td>
<td>Last education</td>
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<td>Total</td>
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<td></td>
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<td>4</td>
<td>Work</td>
<td></td>
<td></td>
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<td></td>
<td>Student</td>
<td>18</td>
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<td>10.0</td>
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<tr>
<td></td>
<td>Private sector employee</td>
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<td></td>
<td>civil servant</td>
<td>7</td>
<td></td>
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</tr>
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<td></td>
<td>Businessman</td>
<td>38</td>
<td></td>
<td>21.1</td>
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<td></td>
<td>Other</td>
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<td>Total</td>
<td>180</td>
<td></td>
<td>100</td>
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<td>5</td>
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</tr>
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<td></td>
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<td></td>
<td>10.0</td>
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<tr>
<td></td>
<td>&gt; Rp. 9,000,000</td>
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<td></td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>180</td>
<td></td>
<td>100</td>
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</table>

Source: Primary data processed, 2023.

Respondent characteristic data in Table I show that consumers of Avoskin skincare products in Denpasar City who have purchased and used Avoskin skincare products in the past year are mostly women, aged in the range of 26-33 years, last education S1, private employee jobs and total income Rp. 3,000,001- Rp. 6,000,000.

B. Results of Evaluation of the Measurement Model (Outer Model)

1) Convergent Validity

The following is the result of convergent validity testing through indicators of green marketing, CSR, brand image and purchase decision presented in Table II.

Table II shows the results of convergent validity testing. The test results show that all outer loadings variable indicator values have values greater than 0.50 with p-values less than 0.05. So that all indicators in this study are said to be valid or have met the requirements of convergent validity.
The following are the results of the discriminant validity test which are shown in Table III.

Table III shows the results of the discriminant validity test which obtained an AVE value above 0.50 and the correlation value for each variable was higher than the correlation between variables. These results indicate that the latent variable indicator itself is better than other latent variable indicators. So, it can be said that this research has good discriminant validity.

3) Composite Reliability

Construct reliability of measurement models with reflective indicators can be measured by looking at the Composite Reliability value and strengthened by Cronbach’s Alpha value. The value of composite reliability and Cronbach’s Alpha is good if it has a value greater than 0.70. The following are the results of the instrument reliability research presented in Table IV.

Table IV shows that the value of composite reliability and Cronbach's alpha for all constructs has a value greater than 0.70. So that in this research model, each construct has good reliability.

C. Results of Structural Model Evaluation (Inner Model)

Testing of the inner model or structural model is carried out to see the relationship between the significance value construct and the R-square of the research model. The R-square value is used to determine how much (percent) the dependent variable can be predicted by the independent variables. According to Falk and Miller (1992) categorize R-square into four categories. The four categories are if the R-square is more than 0.67 it is high, if the R-square is more than 0.33 it is sufficient or moderate, if the R-square is more than 0.19 it is low or weak, whereas if the R-square is less 0 of then not recognized or not accepted.

Table V shows the R-square value for the brand image variable of 0.456, which means that the research model is moderate or sufficient, in other words 45.6 percent of the brand image variable is influenced by green marketing and CSR, the remaining 54.4% of the brand image variable is explained by other variables outside the model. The R-Square value of the purchasing decision variable is 0.714, which means that this research model is high. others not included in the model.
D. Hypothesis Testing Results

The following are the results of bootstrapping in this study which are shown in Fig. 2. and the results of the direct effect test between variables are shown in Table VI.

Hypothesis testing is done by looking at the t-statistic values and p-values. If the t-statistic value ≥ the t-table value (1.96) or p-values <0.05, then H_0 is rejected and H_1 is accepted. The results of the direct influence test between variables are shown in Table VI.

The criteria for assessing the mediating effect are based on the VAF value. If the VAF value is > 80% then the mediating variable is full mediation, if the value is 20% ≤ VAF≤ 80% then the mediation variable is partial mediation and if the VAF value is <20% then the mediating variable is not a mediator. Based on VAF calculations, it shows the role of *brand image* in mediating the effect of *green marketing* on purchase decision with a VAF value of 0.453. This means that the role of *brand image* as a mediating variable is 45.3%. The mediation value of 45.3% is between the range of 20% to 80%, so the *brand image variable* is classified as a partial mediating variable. So, it can be concluded that *brand image* can partially mediate the effect of CSR on purchase decision.

V. DISCUSSION

A. The Effect of Green Marketing on Purchase Decision

The test results in Table VI show that *green marketing* has a positive and significant direct effect on purchase decision. This means that the better the implementation of *green marketing* for Avoskin skincare products, the higher a person's decision to purchase Avoskin skincare products. Conversely, the lower the *green marketing* of Avoskin skincare products, the level of a person's decision to purchase Avoskin skincare products also decreases. *Green marketing* concept to Avoskin skincare products which consists of the use of environmentally friendly materials, education provided regarding environmental sustainability through promotional content, packaging labels that inform environmentally friendly products and the use of recyclable packaging can influence consumer decisions to purchase Avoskin skincare products. Consumers think that buying Avoskin skincare products will help reduce the impact of environmental pollution. In addition, consumers feel that the price of Avoskin skincare products has a rational price, which is in accordance with the quality provided as *skincare products* derived from natural ingredients that are environmentally friendly so that they can increase consumer purchase decision for Avoskin skincare products.

![Fig. 2. Bootstrapping. Source: Primary data processed, 2023.](image)

**Table VI: Results of the Direct Influence Test between Variables**

<table>
<thead>
<tr>
<th>Construct</th>
<th>Path Coefficient</th>
<th>t-statistics</th>
<th>p-values</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>X1, Green Marketing → Y2, Purchase Decision</td>
<td>0.263</td>
<td>3.269</td>
<td>0.001</td>
<td>Accepted</td>
</tr>
<tr>
<td>X2, Corporate Social Responsibility → Y2, Purchase Decision</td>
<td>0.262</td>
<td>2.913</td>
<td>0.004</td>
<td>Accepted</td>
</tr>
<tr>
<td>X1, Green Marketing → Y1, Brand Image</td>
<td>0.508</td>
<td>5.307</td>
<td>0.000</td>
<td>Accepted</td>
</tr>
<tr>
<td>X2, Corporate Social Responsibility → Y1, Brand Image</td>
<td>0.199</td>
<td>2.199</td>
<td>0.035</td>
<td>Accepted</td>
</tr>
<tr>
<td>Y1, Brand Image → Y2, Purchase Decision</td>
<td>0.429</td>
<td>6.630</td>
<td>0.000</td>
<td>Accepted</td>
</tr>
</tbody>
</table>

Source: primary data processed, 2023.

DOI: http://dx.doi.org/10.24018/ejbmr.2023.8.4.2081
Based on data from the characteristics of the respondents, the respondents in this study were dominated by respondents with undergraduate education and the millennial generation, namely the age range of 26-33 years. Consumers with an undergraduate education background understand more about the impact that will be caused by environmental pollution, so they decide to prefer using environmentally friendly products. The millennial generation tends to be adaptive to technology, namely the use of social media so that they are able to absorb information and education in the form of content as a form of promotion regarding the importance of implementing green marketing for Avoskin skincare products so that they will switch to using Avoskin skincare products.

This confirms that Consumer Behavior Theory, which is the process of individuals or groups choosing, buying, using products to meet their needs and desires is influenced by several factors, namely social and cultural factors (Kotler & Keller, 2016, p. 179). Theory Planned of Behavior (TPB) states social pressure (subjective norm) that is felt can affect someone to do or not to do an action (Ajzen, 1991, p. 179). This confirms that the problem of environmental pollution is a problem faced by all levels of society so that it is the joint responsibility of both consumers and business actors to help reduce the impact of environmental damage. The application of the green marketing concept is an effort made by business actors to help reduce environmental damage so as to influence consumers to prefer to buy and use environmentally friendly products.

The results of this test are supported by Rayon and Widagda's research (2021), namely green marketing has a positive and significant effect on purchase decision. When green marketing increases, it will have an impact on increasing purchase decision on Ades AMDK products. Nandaika and Respati's research (2021) also states that the better the green marketing of a product, the higher the decision to purchase Uniqlo brand fashion products in the city of Denpasar. Research by Dewi and Aksari (2017) suggests that green marketing variables have a significant influence on purchase decision for Oriflame products. The findings of Fatmawati and Alikhwan (2021) state that green marketing has a positive effect on purchase decision for Androws shoe cleaning liquid products, the higher the green marketing, the higher the purchasing decision. Consumers who are aware of maintaining environmental quality will always choose to use products that are friendly and safe for the environment. The same thing was produced by research conducted by Adhimusandi et al. (2020) that green marketing has a positive and significant influence on purchase decision for The Body Shop products in Samarinda.

B. The Effect of Corporate Social Responsibility on Purchase Decision

The test results in Table VI show that CSR has a positive and significant direct influence on purchase decisions. This means that the better the CSR activities carried out by the Avoskin company, the higher a person's purchasing decision for Avoskin skincare products. Conversely, the lower Avoskin's corporate social responsibility activities, the level of someone's purchasing decision for Avoskin's skincare products will decrease.

CSR carried out by the Avoskin company can influence consumer purchase decision for Avoskin skincare products. Avoskin's corporate social responsibility activities include charitable activities, namely Avoskin's socially responsible corporate activities that touch the needs of the community and return some of what has been received to the community. Charity activities are carried out in the form of campaigns on social media by inviting the audience to share by converting one comment on uploaded content into a food package that will be distributed to those in need. The environmental responsibility carried out by the Avoskin company is always committed to environmental problems. Avoskin carried out activities to plant 100 coral reefs as a form of concern for the environment. Avoskin carried out environmental clean-up activities in river areas in Bandung on World Clean Up Day 2022, on Indonesia Clean Day Avoskin and his staff carry out cleaning activities around the Maliboro Yogyakarta area, this is a real form of Avoskin's commitment to the environment.

Avoskin also contributed 10% of sales proceeds for tree planting in Sumberoto Village. In addition, Avoskin guarantees that its products comply with applicable laws and regulations, namely BPOM certificates which guarantee that Avoskin's skincare products are not harmful to the skin and the environment. Companies that really have social responsibility towards society and the environment can influence consumers to prefer buying and using the company's products because they can have a positive impact on the welfare of society and the environment.

Consumer Behavior Theory explains that social and cultural factors can affect the process of individuals or groups choosing, buying, using products to meet their needs and desires (Kotler & Keller, 2016, p. 179). Theory Planned Behavior (TPB) explains that a person usually behaves by thinking about the impact of his actions before deciding to perform the behavior. TPB explains that a person's behavior is determined by an assessment (attitude) of something that is favorable and unfavorable and is influenced by subjective norms, namely social pressure that is felt in carrying out or not carrying out a behavior (Ajzen, 1991, p. 179). The sense of concern and awareness of consumers in protecting the environment causes consumers to tend to choose to buy and use products from companies that have high social responsibility both to others in need and to the environment. Not spared from one of Avoskin's social responsibility activities in the form of a campaign with a program inviting people to love themselves and the environment by returning empty packages online and offline at Avoskin's official store. This return can also provide benefits for consumers in the form of shopping discount vouchers so that they can increase their purchase decision for Avoskin skincare products.

Based on the respondent's characteristic data, respondents are dominated by private employees who tend to understand more about CSR activities, especially Avoskin's CSR activities which have a positive impact on consumers, socially and the environment so as to increase consumer purchase decision for Avoskin skincare products.

The results of this study support Amalyah and Pertwii's research (2021) which states that CSR has a positive and significant influence on purchase decision for Rabbani products, consumers view companies as having good social responsibility so that this condition influences consumer...
decisions to choose to buy the company's products. The findings from the research by Suki et al. (2016), namely corporate social responsibility has a positive and significant effect on purchase decision for organic vegetable products in the Federal Territory of Labuan Malaysia. Research by Sawicka and Marcinkowska (2022) states that CSR is the most important factor in consumer purchase decisions. The results of Hanaysha's research (2017) state that CSR has a positive and significant influence on purchase decision at the Malaysian Retail Market. Research by Sugi A and Khuzaini (2017) states that the CSR variable has a partial and significant effect on the decision to purchase Cleo's drinking water in Surabaya.

C. The Effect of Green Marketing on Brand Image

The test results in Table VI show that green marketing has a positive and significant direct effect on brand image. This means that the better the green marketing strategy implemented by Avoskin skincare products, the better the brand image of Avoskin skincare products. Conversely, the lower the green marketing of Avoskin skincare products, the lower the brand image of Avoskin skincare products.

Theory of Planned Behavior (TPB) explains that a person's behavior is determined by attitude, namely the behavior in which a person evaluates something that is favorable and unfavorable (Ajzen, 1991, p. 179). The application of the green marketing concept to Avoskin's skincare products will be able to create a positive assessment that is embedded in the minds of consumers towards the company because it is considered capable of helping reduce environmental problems through the use of environmentally friendly materials, price compatibility with product quality, promotional content that educates the public about the importance of preserving sustainability, environment to the use of recyclable packaging. Companies that use the concept of concern for the environment will be seen as companies that have good credibility and have their own charm so that they are able to be known by the wider community, in other words these companies have a strong brand image in the minds of consumers.

Based on the characteristics of the respondents in this study, it was dominated by the millennial generation, namely in the age range of 26-33 years and dominated by respondents with undergraduate education, have been able to understand that corporate social responsibility activities that are informed through social media can increase the company's credibility for the better by In other words, it can build the Avoskin company's brand image for the better.

The results of this study support the results of previous studies. The results of Salehzadeh et al. (2018) states that CSR has a positive and significant effect on brand image in the Iranian Banking Industry. Research findings from Pertami and Setiawan (2017) result that CSR has a positive and significant effect on the brand image of Bali Tangi SPA products, consumers who have good and positive knowledge of CSR carried out by the company have a positive effect on creating the product's brand image positively. In line with the research of Ramesh et al. (2018) and research by Amalyah and Pertwi (2021) which state that CSR has a positive and significant influence on brand image. Zzahroh and Fauzi DH's research (2018) states that CSR has a positive and significant effect on the brand image of Bentoel products, CSR activities help companies to improve the company's image and reputation.

D. The Effect of Corporate Social Responsibility on Brand Image

The test results in Table VI show that CSR has a positive and significant direct effect on brand image. This means that the better the Avoskin company's CSR activities, the better the brand image of Avoskin's skincare products. Conversely, the lower the Avoskin company's CSR, the lower the brand image of Avoskin's skincare products.

Theory of Planned Behavior (TPB) explains that a person takes action based on an assessment (attitude) of something that is profitable and unprofitable (Ajzen, 1991, p.179). Avoskin's company commitment to environmental problems by having a real impact on the welfare of fellow human beings and supporting nature conservation is realized through CSR activities, namely adopting 3 orangutans and reforesting forests, and Kitabisa.com. Another Avoskin CSR activity is collaborating with Kitabisa to carry out social activities in the form of volunteer trips by visiting the Nurul Haq Madania Orphanage/LKSA making donations, conducting paper recycling activities and enjoying iftar together. This research shows that the existence of CSR activities carried out by the company can result in Avoskin's skincare products being better known by the wider community so that Avoskin's skincare products have a positive brand image in the minds of consumers.

Based on the characteristics of the respondents in this study, they were dominated by private employees, the millennial generation, namely in the age range of 26-33 years and dominated by respondents with undergraduate education, have been able to understand that corporate social responsibility activities that are informed through social media can increase the company's credibility for the better by In other words, it can build the Avoskin company's brand image for the better.

The test results in Table VI show that brand image has a positive and significant direct effect on purchase decision. This means that the better the brand image of Avoskin skincare products, the higher the decision to purchase Avoskin skincare products. Conversely, the lower the brand image of Avoskin skincare products, the lower the decision to purchase Avoskin skincare products.

DOI: http://dx.doi.org/10.24018/ejbmr.2023.8.4.2081
In this study, Avoskin skincare products have a very good brand image for respondents as consumers of Avoskin skincare products. Avoskin's skincare products are well known by the wider community as evidenced by the number of social media followers of 680 thousand followers who come from various regions in Indonesia. In addition, Avoskin's skincare products received an award as Best in Local Brand Skincare Sociella Awards 2020 and became Local Brand of The Year Female Daily Best of Beauty Awards 2020, this indicates that Avoskin's skincare products have a strong brand image in the minds of consumers so they can make informed decisions. Purchase of Avoskin skincare products. A strong brand image of a product will enable consumers to tend to choose and buy the product.

The theory of consumer behavior explains the process of individuals or groups choosing, buying, using products to meet their needs and desires influenced by psychological factors (Kotler & Keller, 2016, p. 179). Theory of Planned Behavior (TPB) states that a person's actual behavior is determined by perceived behavioral control, namely the individual's perception of something over past experiences considered (Ajzen, 1991, p. 179). Consumers have the perception that in their minds Avoskin skincare products have a good brand image so that psychologically when they decide to buy skincare products, the first thing that comes to consumers' minds is Avoskin skincare products. Respondents as consumers in this study consider that Avoskin skincare products are well known by the wider community, Avoskin has good credibility, has its own charm and consumers consider Avoskin to be the best brand among other skincare brands so that it can influence their decision to buy Avoskin skincare products.

Information about Avoskin's skincare products can be accessed through social media, based on data on the characteristics of the respondents in this study, respondents were dominated by the millennial generation in the age range of 26-33 years. The millennial generation is adaptive to the use of social media so that they can absorb information, especially regarding the credibility of the company as well as the advantages and achievements achieved by Avoskin skincare products which will create positive perceptions in the minds of consumers so that they can increase purchase decision for Avoskin skincare products.

The results of this study support the results of previous studies. Research by Genoveva and Samukti (2020) states that brand image has a significant influence on purchase decision for Ades Mineral Water. In line with the results of Larasati and Purwono's research (2021) that brand image has a positive and significant influence on purchase decision for Tupperware products, it can be interpreted that brand image can improve consumer purchase decision. The majority of consumers in their research are very concerned about the brand in buying a product. Suryantari and Respati (2022) state that brand image has a positive and significant effect on purchase decision for Honda PCX Motorcycles. This finding is reinforced by the results of Sarah and Sutari's research (2020) which state that brand image has a positive and significant effect on purchase decision for Indomaret products. Nguyen et al. (2020) in their research said that brand image is the most powerful factor in increasing smartphone product purchase decision.

F. The Effect of Green Marketing on Purchase Decisions Mediated by Brand Image

The VAF test results show that brand image partially mediates the effect of green marketing on purchase decision. Based on this research, it can be said that the better the brand image Avoskin skincare products will be able to increase the influence of green marketing on consumer decisions to purchase Avoskin skincare products.

The theory of Planned Behavior explains attitudes, subjective norms and perceptions of behavior control that determine behavioral intentions that cause actual behavior (Ajzen, 1991, p. 179). Respondents as consumers of Avoskin skincare products in this study agreed that Avoskin skincare products have a very good brand image. Consumers have the perception that Avoskin's skincare products are well known by the wider community, consumers feel that Avoskin has good credibility, Avoskin's skincare products have its own charm and consumers consider Avoskin to be the best brand among other skincare brands. A very good brand image is generated by implementing the company's green marketing strategy in helping to protect the environment so that it can encourage someone's decision to buy the product. Implementation of green marketing strategy will be able to increase consumer purchase decision because it is driven by a good brand image.

Based on the data on the characteristics of the respondents in this study, respondents were dominated by undergraduate education who had a positive perception of Avoskin skincare products by implementing green marketing so that they were able to increase consumer decisions to buy Avoskin skincare products.

The results of this study support the research of Dewi and Aksari (2017) which states that brand image is considered to significantly mediate the relationship between green marketing and purchase decision for Oriflame products, if the brand image owned by a product or service is better than it can affect green marketing in deciding to buy a product. This is reinforced by the findings from Dewi and Rahanatha's research (2022) and from Nandaika and Respati (2021), which state that brand image has a positive and significant effect in mediating the influence of green marketing on purchase decision for Starbucks in Denpasar City and Uniqlo fashion products. The results of Rayon and Widagda's research (2021) show that the role of brand image is able to mediate the relationship between green marketing variables and purchase decisions. If brand image increases, it will have an impact on increasing green marketing on the purchase decision of Ades AMDK consumers in Denpasar City.

G. The Effect of Corporate Social Responsibility on Purchase Decisions Mediated by Brand Image

The results of the VAF test show that brand image partially mediates the effect of CSR on purchase decision. Based on this research, it can be said that the better the brand image of Avoskin skincare products, the greater the influence of CSR on consumer decisions to purchase Avoskin skincare products.

The theory of Planned Behavior explains attitudes, subjective norms and perceptions of behavior control that determine behavioral intentions that cause actual behavior (Ajzen, 1991, p. 179). Respondents as consumers of Avoskin...
skincare products in this study agreed that Avoskin skincare products have a very good brand image. Consumers have the perception that Avoskin's skincare products are well known by the wider community, consumers feel that Avoskin has good credibility, Avoskin's skincare products have its own charm and consumers consider Avoskin to be the best brand among other skincare brands. An excellent brand image is generated by the concrete form of the company's CSR activities in participating in having social and environmental responsibilities so that it can encourage someone's decision to buy the product. The company's CSR activities will be able to increase consumer purchase decisions because it is driven by a good brand image.

Based on the data on the characteristics of the respondents in this study, respondents were dominated by private employees and undergraduate education who had a positive perception of Avoskin skincare products by carrying out CSR activities so that they were able to increase consumer decisions to buy Avoskin skincare products.

The results of this study are supported by the research of Desanto et al. (2018) stated that brand image has a positive and significant effect as a mediating corporate social responsibility variable on the decision to purchase drinking water products in Aqua packaging. Amalayah and Pertwi (2021) state that brand image can mediate the influence of CSR on purchase decision. This shows that the introduction of products produced by companies through CSR programs can actually build a product brand image. CSR affects purchase decision and is mediated by brand image.

VI. CONCLUSIONS

Based on the results of the discussion, several conclusions can be drawn as follows:

1) **Green marketing** has a positive and significant effect on purchase decision. The results of this study explain that the better the implementation of green marketing for Avoskin skincare products, the higher a person's purchasing decision for Avoskin skincare products.

2) **Corporate Social Responsibility** has a positive and significant effect on purchase decision. The results of this study explain that the better the CSR activities carried out by the Avoskin company, the higher a person's purchasing decision for Avoskin skincare products.

3) **Green marketing** has a positive and significant effect on **brand image**. The results of this study explain that the better the green marketing of Avoskin skincare products, the higher the brand image of Avoskin skincare products.

4) **Corporate Social Responsibility** has a positive and significant effect on **brand image**. The results of this study explain that the better the CSR activities carried out by Avoskin company, the brand image of Avoskin skincare products will improve.

5) **Brand image** has a positive and significant effect on purchase decision. The results of this study explain that the higher the brand image of Avoskin skincare products, the higher a person's purchasing decision for Avoskin skincare products.

6) **Brand image** can partially mediate the effect of **green marketing** on purchase decision for Avoskin skincare products. The higher the brand image of Avoskin skincare products, the higher the influence of **green marketing** on purchase decision for Avoskin skincare products.

7) **Brand image** partially mediates the effect of **Corporate Social Responsibility** on purchase decision. The higher the brand image of Avoskin skincare products, the greater the influence of corporate social responsibility on purchase decision for Avoskin skincare products.

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