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## The Effect Of Green Marketing On Purchase Intention Mediated By Brand Trust

(A Study On Avoskin Among Generation Z Bandar Lampung)

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### ABSTRACT

The increasing awareness of environmental issues has encouraged companies to implement green marketing strategies to attract environmentally conscious consumers, especially Generation Z. This study aims to analyze the effect of Green Marketing on Purchase Intention with Brand Trust as a mediating variable among Avoskin consumers in Bandar Lampung. This research uses a quantitative approach with a non-probability purposive sampling technique, involving 140 Generation Z respondents who are aware of Avoskin's green marketing activities. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS software. The results show that Green Marketing has a positive and significant effect on Brand Trust and Purchase Intention, while Brand Trust also positively and significantly affects Purchase Intention and mediates the relationship between Green Marketing and Purchase Intention. These findings indicate that Green Marketing plays an important role in building consumer trust and encouraging purchase intention. Descriptive analysis reveals that place and price are the most dominant dimensions, although some aspects such as distribution accessibility, price competitiveness, product differentiation, and promotional effectiveness still need improvement to strengthen Brand Trust and increase Purchase Intention.

**Keywords:** Green Marketing, Brand Trust, Purchase Intention, Generation Z, Avoskin

### ABSTRAK

Meningkatnya kesadaran terhadap isu lingkungan mendorong perusahaan untuk menerapkan strategi green marketing guna menarik konsumen yang peduli terhadap lingkungan, khususnya Generasi Z. Penelitian ini bertujuan untuk menganalisis pengaruh Green Marketing terhadap Purchase Intention dengan Brand Trust sebagai variabel mediasi pada konsumen Avoskin di Bandar Lampung. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik non-probability purposive sampling, melibatkan 140 responden Generasi Z yang mengetahui aktivitas green marketing Avoskin. Analisis data dilakukan menggunakan Partial Least Squares Structural Equation Modeling (PLS-SEM) dengan bantuan SmartPLS. Hasil penelitian menunjukkan bahwa Green Marketing berpengaruh positif dan signifikan terhadap Brand Trust dan Purchase Intention, serta Brand Trust juga berpengaruh positif dan signifikan terhadap Purchase Intention dan memediasi hubungan antara Green Marketing dan Purchase Intention. Temuan ini menunjukkan bahwa Green Marketing berperan penting dalam membangun kepercayaan konsumen dan mendorong minat beli. Analisis deskriptif menunjukkan bahwa dimensi place dan price paling dominan,

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*meskipun masih terdapat beberapa aspek yang perlu ditingkatkan seperti akses distribusi, daya saing harga, diferensiasi produk, dan efektivitas promosi guna memperkuat Brand Trust dan meningkatkan Purchase Intention.*

**Kata Kunci:** *Green Marketing, Brand Trust, Minat Beli, Generasi Z, Avoskin*

## INTRODUCTION

The growing global concern over environmental degradation has significantly influenced consumer behavior and business practices. Issues such as climate change, pollution, and resource depletion have prompted individuals to become more environmentally conscious in their daily consumption decisions. As a result, companies are increasingly expected to adopt sustainable practices that align with these concerns. One of the most prominent strategies is green marketing, which emphasizes environmentally friendly products, production processes, and promotional activities.

Green marketing refers to a set of marketing activities designed to minimize negative environmental impacts while satisfying consumer needs. It involves the development and promotion of products that are safe for the environment, the use of sustainable materials, and responsible communication strategies. According to Indonesian marketing literature, green marketing is not only a strategy to attract consumers but also a form of corporate responsibility in preserving environmental sustainability.

In recent years, the rise of environmentally conscious consumers has been particularly evident among Generation Z. This generation, born between the mid-1990s and early 2010s, is known for its high awareness of social and environmental issues. Generation Z tends to prefer brands that demonstrate authenticity, transparency, and commitment to sustainability. Their purchasing decisions are often influenced not only by product quality and price but also by the ethical values upheld by the company.

Trust plays a crucial role in shaping consumer attitudes and behaviors, especially in the context of green marketing. Consumers need assurance that the environmental claims made by companies are genuine and not merely a form of "greenwashing." Indonesian academic studies highlight that brand trust is a key determinant in influencing consumer loyalty and purchase intention, as it reflects consumers' confidence in a brand's credibility and integrity.

Purchase intention is another important concept in marketing research, as it represents the likelihood of consumers buying a particular product. It is influenced by various factors, including product attributes, brand image, and perceived value. In the context of green marketing, purchase intention is often driven by consumers' environmental awareness and their trust in the brand's sustainability claims.

Previous research in Indonesia has shown that green marketing can significantly influence consumer behavior, particularly in increasing purchase intention. However, the effectiveness of green marketing strategies often depends on how well companies build trust among consumers. Studies published in Indonesian journals indicate that brand trust can act as a mediating variable that strengthens the relationship between green marketing and purchase intention.

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In the beauty and skincare industry, the application of green marketing has become increasingly relevant. Consumers are becoming more selective in choosing products that are not only effective but also safe for the environment. Brands that emphasize natural ingredients, eco-friendly packaging, and ethical production processes are gaining more attention in the market.

Avoskin is one of the local Indonesian skincare brands that actively promotes green marketing principles. The brand emphasizes the use of natural ingredients, environmentally friendly packaging, and sustainability campaigns. Research in Indonesian journals suggests that the success of such strategies is closely linked to the ability of the brand to build trust and credibility among consumers.

Despite the growing popularity of green marketing, there are still challenges in its implementation. Some consumers remain skeptical about the authenticity of environmental claims, while others perceive green products as being more expensive or less accessible. These challenges indicate that companies need to continuously improve their strategies to ensure effectiveness and credibility.

Based on the background described above, this study aims to analyze the effect of Green Marketing on Purchase Intention with Brand Trust as a mediating variable among Generation Z consumers of Avoskin in Bandar Lampung. This research is expected to contribute to the development of marketing strategies that are not only effective in increasing sales but also supportive of environmental sustainability.

## METHOD

This study employs a quantitative research approach to examine the effect of Green Marketing on Purchase Intention with Brand Trust as a mediating variable. The research was conducted among Generation Z consumers of Avoskin in Bandar Lampung. The sampling technique used is non-probability purposive sampling, with criteria including respondents who belong to Generation Z, reside in Bandar Lampung, and are aware of Avoskin's green marketing activities. A total of 140 respondents participated in this study. Data were collected through a structured questionnaire using a Likert scale ranging from strongly disagree to strongly agree. The variables measured in this study consist of Green Marketing as the independent variable, Brand Trust as the mediating variable, and Purchase Intention as the dependent variable. The data analysis technique used in this research is Partial Least Squares Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS software. The analysis process includes the evaluation of the measurement model (outer model) to test validity and reliability, and the structural model (inner model) to examine the relationships between variables and test the proposed hypotheses. Additionally, mediation analysis is conducted to determine the role of Brand Trust in mediating the relationship between Green Marketing and Purchase Intention. The results of this analysis are expected to provide empirical evidence regarding the influence of green marketing strategies on consumer purchase intention through the development of brand trust.

## RESULTS AND DISCUSSION

### *Respondent Characteristics*

Data description is a process of presenting collected data objectively without making generalizations or drawing conclusions beyond the observed data. In this study, respondent characteristics are described to provide a comprehensive overview of the research sample, particularly focusing on Generation Z consumers in Bandar Lampung who are aware of Avoskin's green marketing activities.

The data were collected through a structured questionnaire distributed via Google Forms to respondents who met specific criteria, including belonging to Generation Z, residing in Bandar Lampung, and having awareness of Avoskin's green marketing practices. A total of 140 valid responses were obtained and analyzed to support this study.

In general, describing respondent characteristics is important to understand the background of participants, which may influence their perceptions, attitudes, and behavior toward green marketing. Demographic factors such as occupation and income level are considered relevant because they can shape how consumers evaluate products and marketing strategies.

Occupation is one of the key factors that reflects an individual's daily activities, social environment, and level of exposure to information. Previous studies in Indonesian journals suggest that occupation can influence consumer behavior, particularly in terms of lifestyle and responsiveness to marketing stimuli.

**Tabel 1. Respondent Characteristic Based on Occupation**

Occupation	Frequency	Percentage (%)
Student/College Student	79	56.4
Private Employee	41	29.3
Government Employee	10	7.1
Entrepreneur	10	7.1
<b>Total</b>	<b>140</b>	<b>100</b>

Source: Google form analysis (2026)

Based on the occupation data, the majority of respondents are students or college students, accounting for 56.4% of the total sample. This is followed by private employees (29.3%), while government employees and entrepreneurs each represent 7.1% of respondents.

The dominance of students or college students indicates that the sample is largely composed of young individuals who are still in the educational stage. This is consistent with the characteristics of Generation Z, who are generally more familiar with digital platforms and more exposed to information about environmental issues and green marketing campaigns.

In addition, students tend to have higher interaction with social media and online platforms, which play a significant role in disseminating information about brands such as Avoskin. This condition supports the idea that digital exposure contributes to higher awareness of green marketing activities.

Another important demographic factor is monthly income, which reflects the economic capability of respondents. Research in Indonesian journals indicates that income level plays a significant role in shaping consumer purchasing decisions, especially for products that emphasize added value such as sustainability.

**Tabel 2. Respondent Characteristic Based on Monthly Income**

Occupation	Frequency	Precentage (%)
Less than 1 million IDR	25	17.9
1 million - 3 million IDR	68	48.6
3 million - 5 million IDR	33	23.6
More than 5 million IDR	14	10
<b>Total</b>	<b>140</b>	<b>100</b>

Source: Google form analysis (2026)

Based on the monthly income data, the majority of respondents earn between 1 million and 3 million IDR (48.6%), followed by those earning 3–5 million IDR (23.6%), less than 1 million IDR (17.9%), and more than 5 million IDR (10%).

This distribution indicates that most respondents belong to the low to middle-income category. Such a financial condition may influence their sensitivity to product pricing and their evaluation of the value offered by green products. Therefore, companies need to consider affordability alongside sustainability in order to effectively target this segment.

### *Descriptive Analysis of Research Variables*

Descriptive analysis in this study aims to present the collected data in a structured and meaningful way, allowing for a clearer understanding of respondents' perceptions toward the research variables. The data are presented using frequency distributions, percentages, and mean values to transform raw data into more interpretable information.

Descriptive statistics are essential in quantitative research because they help summarize and describe the characteristics of data before conducting further analysis. In this study, the data were collected using a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree), based on responses from 140 participants.

The Green Marketing variable shows an overall high mean value, indicating that respondents generally have positive perceptions toward Avoskin's green marketing practices. This reflects that consumers recognize and appreciate the company's efforts in implementing environmentally friendly strategies.

From the product dimension, respondents show strong agreement with the use of eco-friendly skincare products that are safe for both personal health and the environment. Previous studies in Indonesian journals indicate that consumers are more likely to support brands that emphasize environmental responsibility in their product attributes.

In the price dimension, respondents generally agree that the quality of Avoskin's products is aligned with the price offered. This indicates that consumers

perceive a balance between cost and value, which is an important factor in evaluating green products.

In the place dimension, the results show that respondents perceive Avoskin products as easily accessible through various distribution channels, both online and offline. Research in Indonesian journals highlights that accessibility plays a crucial role in shaping consumer perceptions and strengthening brand positioning.

Meanwhile, the promotion dimension indicates that Avoskin's green campaigns and environmental messages are well received by consumers. These promotional activities help increase awareness and understanding of the benefits of eco-friendly products.

Studies in Indonesian journals also suggest that effective promotional strategies, particularly those related to sustainability, can enhance consumer engagement and improve perceptions of the brand. This shows that promotion is an important element in communicating green marketing values.

The Brand Trust variable also shows a high overall mean value, indicating that respondents generally trust Avoskin as a green brand. Consumers perceive the brand as credible, reliable, and capable of fulfilling its environmental commitments.

Similarly, the Purchase Intention variable shows a high mean value, indicating that respondents have a strong intention to purchase eco-friendly skincare products such as Avoskin. Overall, these findings suggest that positive perceptions of green marketing contribute to the development of trust and encourage consumers' willingness to purchase.

### *The Influence of Green Marketing on Brand Trust and Purchase Intention*

Green marketing in this study shows a high overall mean value, indicating that respondents generally have positive perceptions toward Avoskin's green marketing practices. This suggests that consumers are aware of and appreciate the company's efforts in implementing environmentally friendly strategies, including eco-friendly products, sustainable pricing, accessible distribution, and green promotion.

Descriptive analysis is used to present respondents' evaluations of each variable before further interpretation of relationships between variables. The high mean value of green marketing indicates that most respondents agree with the statements related to environmental responsibility implemented by Avoskin.

**Tabel 3. Convergent Validity and Reliability**

Variable	Cronbach's alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Average Variance Extracted (AVE)	Description
Green Marketing (X)	0.924	0.925	0.934	0.504	Valid & Reliable
Brand Trust (Z)	0.861	0.864	0.900	0.644	Valid & Reliable

Purchase Intention (Y)	0.884	0.892	0.915	0.683	Valid & Reliable
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Source : Smart PLS output results (2026)

The data in Table 3 shows that the Cronbach's Alpha values for all variables are above 0.70, indicating that each variable meets the reliability criteria. In addition, the Composite Reliability values for all variables also exceed the minimum threshold of 0.70, and the AVE values for all constructs are above 0.50.

Thus, it can be concluded that all variables in this study, namely Green Marketing, Brand Trust, and Purchase Intention, have good reliability and construct validity and are suitable for further analysis.

Path analysis is used to examine the strength and direction of relationships between variables in the structural model. The path coefficient ( $\beta$ ) indicates the magnitude and direction of the relationship between constructs, where a higher value indicates a stronger influence. The results of the path analysis in this study are presented in Table 4.

**Tabel 4. Path Coefficients Direct and Indirect Effect**

Relationship	Path Coefficient ( $\beta$ )
GM $\rightarrow$ BT	0.717
GM $\rightarrow$ PI	0.299
BT $\rightarrow$ PI	0.539
GM $\rightarrow$ BT $\rightarrow$ PI	0.387

Source : Smart PLS output results (2026)

The results show that all relationships have positive path coefficients, indicating positive relationships between variables. The strongest direct effect is shown by Green Marketing on Brand Trust ( $\beta = 0.717$ ), followed by Brand Trust on Purchase Intention ( $\beta = 0.539$ ), and Green Marketing on Purchase Intention ( $\beta = 0.299$ ). This indicates that Green Marketing plays a significant role in influencing Brand Trust, which in turn affects Purchase Intention.

From the product dimension, respondents show strong agreement that using eco-friendly skincare products contributes to environmental protection and personal health. This reflects the increasing environmental awareness among Generation Z consumers, where sustainability becomes an important consideration in purchasing decisions.

This finding is consistent with previous studies in Indonesian journals which state that environmentally conscious consumers tend to respond positively to green product attributes and sustainability practices. Therefore, product-related aspects play a crucial role in shaping positive consumer perceptions.

In addition, the place dimension indicates that Avoskin products are generally perceived as accessible both online and offline. Accessibility becomes an

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important factor in strengthening consumer perception, as consumers tend to trust brands that are easy to find and consistently available in the market.

Research in Indonesian journals also shows that distribution accessibility significantly influences brand trust because it reflects reliability and consistency of the brand in meeting consumer needs. However, some neutral responses indicate that accessibility may not yet be evenly experienced by all consumers.

The price dimension also shows that respondents perceive Avoskin's product price as relatively aligned with the quality offered. This indicates that perceived value plays an important role in influencing both trust and purchase intention.

This is supported by previous research which states that price fairness significantly affects consumer trust and purchasing decisions, especially for environmentally friendly products. Consumers tend to evaluate whether the benefits received are worth the price they pay.

The results of hypothesis testing further confirm that Green Marketing has a positive and significant effect on Brand Trust, as indicated by a path coefficient of 0.717 and a p-value of 0.000. This suggests a strong relationship, meaning that better implementation of green marketing strategies significantly increases consumer trust in the brand.

Moreover, Green Marketing also has a positive and significant effect on Purchase Intention, with a path coefficient of 0.299 and a p-value of 0.002. Although the effect is moderate, this indicates that green marketing directly influences consumers' intention to purchase. Overall, these findings imply that effective green marketing not only builds trust but also encourages purchase intention, although its impact on purchase intention becomes stronger when supported by other factors such as brand trust.

## CONCLUSION

The results of this study indicate that the characteristics of respondents are predominantly Generation Z individuals in Bandar Lampung who are highly exposed to digital information and demonstrate a relatively good level of awareness toward environmentally friendly products. The descriptive analysis further shows that the variables of Green Marketing, Brand Trust, and Purchase Intention all have high mean values, indicating that respondents generally hold positive perceptions toward Avoskin's green marketing practices. Consumers perceive Avoskin's products as environmentally friendly, reasonably priced, accessible, and supported by informative promotional activities. These positive perceptions contribute to the formation of trust, where respondents consider Avoskin as a credible and reliable brand that fulfills its environmental commitments. Furthermore, the findings of this study reveal that Green Marketing has a positive and significant effect on both Brand Trust and Purchase Intention. This suggests that the better the implementation of green marketing strategies, the higher the level of consumer trust and intention to purchase. Although the direct effect of Green Marketing on Purchase Intention is moderate, its influence becomes stronger when supported by Brand Trust as a mediating factor. This implies that trust plays a crucial role in

strengthening the relationship between green marketing and consumer behavior. Therefore, companies need to continuously optimize their green marketing strategies, particularly in terms of product differentiation, price competitiveness, distribution accessibility, and promotional effectiveness, in order to enhance consumer trust and ultimately increase purchase intention.

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