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# **Does Green Perceived Value Impact the Green Repurchase Intention? A Perspective from the Body Shop Indonesia Consumer**

**I Komang Mahayana Putra**

*Bali State Polytechnic, Indonesia*

*Corresponding author email: [komangmahayanaputra@pnb.ac.id](mailto:komangmahayanaputra@pnb.ac.id)*

**I Wayan Wirga**

*Bali State Polytechnic, Indonesia*

**Ida Bagus Sanjaya**

*Bali State Polytechnic, Indonesia*

**I Ketut Pasek**

*Bali State Polytechnic, Indonesia*

**I Wayan Sukarta**

*Bali State Polytechnic, Indonesia*

**Abstract---***Global warming has become a hotly discussed issue and has caused manufacturers to implement green marketing in their business. This study aims to analyze the effect of green perceived value on green repurchase intention. The population is people who have bought and used The Body Shop Indonesia products with a sample of 100 respondents through purposive sampling. Collecting data using a questionnaire in the form of google form and analyzed by simple linear regression analysis. The results showed that green perceived value had a positive and significant effect on green repurchase intention.*

**Keywords---***green marketing, green perceived risk, green perceived value, green repurchase intention, green trust*

## **Introduction**

Global warming is an issue that is very often discussed by society today (Dewi & Suprapti, 2020). This has led to the emergence of public and producer awareness of the importance of protecting the surrounding environment by carrying out environmental care actions (Ekawati et al., 2017). The rise of the issue of cosmetics that contain harmful chemicals that can damage the skin. These chemicals cause skin irritation, breakouts, eye infections, and skin cancer. This of course makes people nervous, so some people prefer to use cosmetic products made from natural (environmentally friendly) ingredients, even though they have to spend more money to buy these products. Feelings of comfort, pleasure, security, comfort, and relaxation that are generated when using natural products will create their own hedonic value from natural products (Ekawati et al., 2017). This creates a feeling of security and comfort in consuming natural products, which is a concern for The Body Shop Indonesia as a cosmetic company that creates natural products with its marketing efforts (Wahab, 2018). In this case, it means that the cosmetic company has been involved in its role in creating green marketing (Govender & Govender, 2016).

The success of a company will be achieved if the company has the knowledge and is able to understand its customers. Understanding of consumers can be obtained by examining consumer behavior, by knowing consumer behavior in making purchases, the company can design the right strategy in order to compete with its competitors. Consumers are a measuring tool in determining the success of a product or service produced by the company

(Farahdiba, 2020). So, the role of consumers in marketing the company's products or services is very important. Companies can raise issues regarding the environment in their marketing activities which can form a green marketing concept or what is commonly referred to as green marketing (Sudita & Ekawati, 2018). Green marketing refers to the satisfaction of customer needs, wants, and desires in relation to the maintenance and preservation of the environment (Tirtayani et al., 2017). Successful green marketing has the view that consumers are not people with an appetite for material goods alone, but people who care about the condition of the surrounding environment, while the success of green products can be measured by developing products that are able to provide benefits, have the ability to financial competitiveness and environmental responsibility (Ekawati et al., 2017). The success of green marketing in marketing green products will lead to a positive attitude for consumers which causes consumers to have the intention to repurchase the green product (Aryadhe et al., 2018).

Green repurchase intention is a person's understanding of green buying behavior where consumers respond positively to the quality of environmentally friendly products and intend to make return visits or re-consume environmentally friendly products at the company (Mauliawan & Nurcaya, 2021). This repurchase intention is influenced by perceived value and trust (Lam et al., 2016). In addition, repurchase intention is also influenced by the consumer's perceived risk of a product or service. In accordance with the explanation above that consumer, trust will affect consumer behavior which will later make consumers intend to repurchase (Yadav et al., 2017). Green trust is the belief to rely on a product, service, or brand based on expectations of credibility, goodness, and integrity in its performance towards the environment (Putri & Sukawati, 2020). Therefore, trust has an important role in consumer decisions to repurchase (Matute et al., 2016).

In addition to trust, consumers will also take into account the benefits or value obtained when making a purchase of a product (Ari Putra & Pramudana, 2021). "This perception of consumer value arises from consumer evaluations of products and services. The perceived value will affect the next consumer's purchase intention, whether to repurchase the product or not. Green perceived value is the overall consumer assessment of the benefits of products and services based on the desire for the desired environmental conditions of consumers, sustainable expectations, and the need for green or environmentally friendly. Green perceived value is also defined as the net profit from the overall assessment of consumers through the evaluation of a product or service. Consumers emphasize that the benefits received from a product or service are the most important component of value (Chan et al., 2012; Mathur & Mathur, 2000; Chuah et al., 2020).

### Literature Review and Hypotheses

Green perceived value is one of the important indicators to examine consumers' green purchasing behavior. Purchase behavior is usually driven by an assessment of the benefits and costs incurred by consumers when purchasing green or environmentally friendly products (Utami & Ekawati, 2020). If consumers feel the benefits and satisfaction of environmentally friendly products, then consumers will be aware and have a desire to buy these environmentally friendly products. Thus, companies can provide the value of a product that is felt and accepted by consumers and encourage consumers to become long-term consumers so that consumers have an interest in repurchasing a product. Research conducted by Dewi & Rastini (2016), resulted in a positive relationship between green perceived value and green repurchase intention. The same result was also found in research conducted by Dewi & Suprapti (2020) that the perception of green value was positive and significant to green purchase intention.

*H1: Green perceived value has a positive and significant effect on green repurchase intention*



Figure 1. Conceptual framework

## Methods

The method used in this study is a survey method using a questionnaire. The population in this study were all people who had bought and used The Body Shop Indonesia products with 100 respondents. The analytical technique used is simple linear regression analysis. Respondents need to know The Body Shop Indonesia products to be able to answer the questions given about The Body Shop Indonesia products and have purchased The Body Shop Indonesia products at least 1 time in the last 3 years, to find out whether the respondent will repurchase the product The Body Shop Indonesia.

## Finding

### *Characteristic of respondent*

Table 1  
Characteristic of respondent

No.	Variable	Classification	Total	Percentage (%)
1	Gender	Male	12	12%
		Female	88	88%
		Total	100	100%
2	Education Background	Senior High School	5	5%
		Bachelor Degree	30	30%
		Master Degree	45	45%
		Doctoral	20	20%
	Total	100	100%	

Primary Data, 2022

The characteristics of the respondents in this study were dominated by females with an educational background at the master's level. This means that The Body Shop Indonesia is indeed more favored by the female.

### *Simple linear regression analysis*

Table 2  
Simple linear regression analysis

Model	Beta	T	Sig	Description
Green Perceived Value to Green Repurchase Intention	0.222	2.456	0.000	Hypotheses Accepted

Primary Data, 2022

Based on the results in Table 2, the green perceived value has a beta value of 0.222 and a Sig value. of 0.000, it can be said that H1 is accepted because of the value of Sig.  $0.000 < 0.05$ . The conclusion is that green perceived value has a positive and significant effect on green repurchase intention. In other words, the more green perceived value increases, the green repurchase intention of The Shop Indonesia consumers will increase (Lin et al., 2017; Marakanon & Panjakajornsak, 2017; Darmayasa & Yasa, 2021). Green perceived value is one of the important indicators to examine consumers' green purchasing behavior. Buying behavior is usually driven by an assessment of the benefits and costs that consumers incur when purchasing green or environmentally friendly products. If consumers feel the benefits and satisfaction of environmentally friendly products, then consumers will be aware and have a desire to buy these environmentally friendly products (Dangelico & Vocalelli, 2017; Groening et al., 2018). Thus, companies can provide the value of a product that is felt and accepted by consumers and encourage consumers to become long-term consumers so that consumers have an interest in repurchasing a product. Research conducted by Dewi & Rastini (2016), resulted in a positive relationship between green perceived value and green repurchase intention. In line with research conducted by Naveen (2015), which states that there is a significant positive

relationship between green perceived value and green repurchase intention. Dewi & Suprapti (2020), that the perception of green value is positive and significant on green purchase intentions.

Table 3  
The determination coefficient ( $R^2$ )

Variable	$R^2$
Green perceived value	0,648

Primary Data, 2022

The R-Square value of 0.648 means that 64.8% of the variation in green repurchase intention is influenced by green perceived value while the remaining 69.6% is explained by other factors outside the research model (Pee et al., 2018; Aren et al., 2013; Roh et al., 2022).

### Conclusion

Green perceived value has a positive and significant effect on the green repurchase intention of consumers of The Body Shop Indonesia. Companies must increase the full benefits of Botanicals products as environmentally friendly products so that consumers buy The Body Shop Indonesia products. This can be done by adding quality ingredients to products that are more effective in dealing with skin problems experienced by consumers. This can be done by the company by taking advantage of the advantages of its products that can convince consumers to keep buying The Body Shop Indonesia products. For further research, it is expected to be able to add variables that can affect green repurchase intention, and be able to expand the scope of research which is not only limited to consumers of The Body Shop Indonesia but also to the consumer of other products with a big impact.

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