



The Role of Attitude Towards Green in Mediating the Effect of Environmental Concern and Green Perceived Value on Green Purchase Intention (A Study of Gen Z's Behavior Toward Sensatia Botanicals in Denpasar City)



Anak Agung Ayu Rika Putri Supartha^a
I Putu Gde Sukaatmadja^b

Article history:

Submitted: 27 May 2025

Revised: 09 June 2025

Accepted: 18 July 2025

Keywords:

attitude towards green;
environmental concern;
green perceived value;
green purchase intention;
Sensatia Botanicals;
TPB;

Abstract

This study examines the mediating role of attitude towards green in the relationship between environmental concern, green perceived value, and green purchase intention. The research focuses on Generation Z's behavior toward Sensatia Botanicals in Denpasar City, using the Theory of Planned Behavior (TPB) as the theoretical framework. The study adopts a quantitative, associative research design. The target population consists of Gen Z individuals in Denpasar who have never purchased Sensatia Botanicals' eco-friendly cosmetic products. Using purposive sampling, 112 respondents were selected, and data were collected through questionnaires. Partial Least Squares (PLS)-based Structural Equation Modeling (SEM) was employed for data analysis. Findings reveal that environmental concern, green perceived value, and attitude towards green positively and significantly influence green purchase intention. Moreover, attitude towards green partially mediates the effects of environmental concern and green perceived value on green purchase intention for Sensatia Botanicals. Theoretically, this research enriches the TPB by providing empirical insights into the relationships among key green behavioral variables. Practically, Sensatia Botanicals can strengthen its marketing strategy by creating educational campaigns emphasizing eco-friendly, functional, and emotional product benefits. Additionally, offering incentives can foster stronger emotional connections, enhance purchase intention, and build a sustainability-conscious community.

International research journal of management, IT and social sciences © 2025.

This is an open access article under the CC BY-NC-ND license

(<https://creativecommons.org/licenses/by-nc-nd/4.0/>).

Corresponding author:

Anak Agung Ayu Rika Putri Supartha,

Faculty of Economics and Business, Udayana University, Denpasar, Indonesia.

Email address: ayurikaputri714@gmail.com

^a Faculty of Economics and Business, Udayana University, Denpasar, Indonesia

^b Faculty of Economics and Business, Udayana University, Denpasar, Indonesia

1 Introduction

Environmental issues such as global warming have increasingly become the focus of public discourse, particularly among younger generations. Generation Z, defined as those born between 1997 and 2012, has demonstrated heightened awareness of environmental challenges, including climate change, and has adopted sustainable lifestyles (Shin et al., 2019; Stuchlý et al., 2020). This awareness has driven Generation Z to critically assess consumption behaviors and seek environmentally responsible alternatives (World Economic Forum, 2022; Gomes et al., 2023). Generation Z increasingly favors beauty products formulated with natural and sustainable ingredients, reflecting their growing environmental and health consciousness (Shevia et al., 2023).

Notably, beauty and personal care products have become essential commodities for this demographic, serving not only aesthetic purposes but also functioning as a form of self-expression and identity (Shimul, 2022). Globally, the natural skincare market was valued at USD 10.84 billion in 2019 and is projected to grow at a compound annual growth rate (CAGR) of 5% from 2020 to 2027 (Grand View Research, 2020). In Indonesia, the beauty and personal care sector is projected to generate USD 9.74 billion by 2025, with an annual growth rate of 4.33% between 2025 and 2030 (Statista, 2025). Generation Z is known as both a significant consumer segment and a sustainability advocate, which plays a crucial role in this projected growth (Witek & Kuźniar, 2021).

Green Purchase Intention refers to Generation Z's willingness to purchase sustainable products as a concrete effort to reduce environmental impacts, such as plastic waste (Tan et al., 2022; Duc et al., 2023). A high level of environmental concern encourages individuals to contribute to environmental preservation, which positively influences green purchase intention (Utami, 2020). This generation is also known for its strong environmental awareness, not only considering the sustainability aspects of a product but also its broader benefits for the environment and overall well-being (Arora & Manchanda, 2022). In this context, green perceived value plays a crucial role as consumers increasingly value products that align with environmental preservation efforts. Furthermore, attitudes toward eco-friendly products act as a psychological factor that can reduce price barriers in purchasing decisions; individuals with a strong positive attitude toward green products are more willing to overlook higher prices to support environmental sustainability (Irwanto & Mahfudz, 2024). In Indonesia, 63% of consumers surveyed across major cities expressed willingness to purchase eco-friendly products despite their higher prices, although affordability and accessibility remain key challenges (WWF Indonesia, 2017).

Table 1
The B Corp Beauty Brands Working Towards A More Sustainable Beauty Industry

No	Local Products	No	Imported Products
1.	Sari Ayu Solusi Organik	1.	L'Occitane (Prancis)
2.	Organic Supply CO.	2.	Sukin (Australia)
3.	Base Cosmetics	3.	The Body Shop (Inggris)
4.	Haple	4.	Davines (Italia)
5.	Klen and Kind	5.	Aesop (Brasil)
6.	Hale	6.	Herbivore Botanicals (Amerika)
7.	The Bath Box	7.	Dr. Hauschka (Jerman)

Source: *Theindustry. Beauty* (2022)

One of the well-known eco-friendly cosmetics is Sensatia Botanicals. This company is widely known for its participation in reducing carbon emissions by maintaining environmental sustainability through its marketing initiatives (Sensatia.com, 2025). Table 1 shows that the rise of more skincare companies adopting environmentally friendly principles has created new challenges for Sensatia Botanicals. Consumers are now faced with a wide range of options, from local brands promoting natural and traditional ingredients to imported brands with global reputations for sustainability. This competition extends beyond product quality to aspects such as innovative eco-friendly packaging, raw material transparency, and the sustainability programs offered by each brand (Thejakartapost.com, 2024). According to Malik et al. (2017), Green products are still categorized as expensive cosmetic products; therefore, this affects Gen Z's purchase intention. Price sensitivity is a factor that can directly or indirectly influence purchasing decisions, as the high cost of green cosmetic products often hinders purchase intention. Individuals with high price sensitivity are more likely to avoid purchasing environmentally friendly products (Yue et al., 2020b).

Price sensitivity is a major factor influencing Generation Z's decisions to purchase green cosmetics. Previous study confirms that attitude towards green plays a key mediating role between environmental concern, green perceived value,

Supartha, A. A. A. R. P., & Sukaatmadja, I. P. G. (2025). *The role of attitude towards green in mediating the effect of environmental concern and green perceived value on green purchase intention: A study of Gen Z's behavior toward Sensatia Botanicals in Denpasar City. International Research Journal of Management, IT and Social Sciences, 12(4), 316–330.* <https://doi.org/10.21744/irjm.v12n4.2543>

and green purchase intention. Studies show that a positive attitude can reduce perceived price barriers and significantly increase purchase intention (Irwanto & Mahfudz, 2024; Simanjuntak et al., 2023; Handriana et al., 2020; Batool et al., 2023). This study investigates how environmental concern, green perceived value, and attitude towards green influence green purchase intention in developing countries, particularly in Denpasar, Bali, where such behavior among Generation Z remains underexplored.

Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB), expands on the Theory of Reasoned Action (TRA) by Ajzen and Fishbein (1977) by adding perceived behavioral control as a key factor influencing behavior (Siddique et al., 2020). According to TPB, behavior is driven by behavioral intention, which is influenced by three components: attitude (a person's positive or negative evaluation of the behavior), subjective norm (perceived social pressure to perform or not perform the behavior), and perceived behavioral control (the perceived ease or difficulty of performing the behavior).

Green Purchase Intention

Kotler & Keller (2018), define purchase intention as a result of consumer attitudes in response to an object, reflecting a customer's interest in making a purchase. Green Purchase Intention (GPI) refers to an individual's willingness to engage in environmentally friendly purchasing behavior (Siddique et al., 2020).

Green Perceived Value

Kotler & Keller (2018) define value as the perceived trade-off between benefits and costs. It reflects the idea that a decision is considered valuable when the chosen option provides greater satisfaction than the alternatives (Lin et al., 2021; Purnami & Nurcaya, 2025). Green perceived value refers to an individual's perception of eco-friendly product use that provides environmental benefits in line with societal expectations.

Environmental Concern

Environmental Concern (EC) generally refers to an individual's level of awareness and care about environmental issues. Emekci (2018), defines it as consumers' concern for environmental problems. Consumers with a high level of environmental concern are more likely to be interested in environmental issues and have a more positive attitude toward the use of green products.

Attitude Towards Green

Attitude is formed from behavioral beliefs about the possible outcomes of a certain behavior and reflects what one believes should be done based on evaluations of an object (Ajzen, 2015). Environmental attitude measures consumer concern for the environment, as it reflects a sense of responsibility. Individuals with a positive environmental attitude are more likely to engage in eco-friendly behavior (Manopo et al., 2021).

The Effect of Environmental Concern on Green Purchase Intention

Environmental concern has a positive and significant effect on green purchase intention. This statement is supported by research conducted by Darpito et al. (2023), Maichum et al. (2017), De Canio et al. (2021), and Duong et al. (2022), which found that consumers who have a high environmental concern will contribute to reducing plastic waste by having the intention to buy environmentally friendly products. The hypothesis proposed in this study is as follows:
H1: Environmental concern has a positive and significant effect on the Green Purchase Intention of Generation Z on green cosmetic products.

The Effect of Green Perceived Value on Green Purchase Intention

Green perceived value has a positive and significant effect on green purchase intention. Studies by Confente et al. (2019), Duong et al. (2022), Lin et al. (2021), Peng et al. (2019), Dwiartini & Suasana (2022), and Jaya & Sukaatmadja (2023) found that positive perception reinforces their belief that buying green products is both beneficial and worthwhile. The hypothesis proposed in this study is as follows:
H2: Green perceived value has a positive and significant effect on the Green Purchase Intention of Generation Z on green cosmetic products.

The Effect of Environmental Concern on Attitude Towards Green

Environmental concern has a positive and significant effect on attitude towards green. Research conducted by Manopo et al. (2021), Kirmani et al. (2016), Kwistianus et al. (2020), Chaudary & Bisai (2018) found that individuals who are more concerned about environmental issues tend to develop more favorable attitudes toward environmentally friendly behaviors and products. The hypothesis proposed in this study is as follows:

H3: Environmental concern has a positive and significant effect on attitude towards green of Generation Z on green cosmetic products.

The Effect of Green Perceived Value on Attitude Towards Green

Green perceived value has a positive and significant effect on attitude towards green. This statement is supported by Liao et al. (2020), Amalia et al. (2021), Devi & Aksari (2020), Andrianto (2020), and Fiandari et al. (2019) found that when consumers perceive green products as offering high value, such as environmental benefits, quality, and usefulness and people are more likely to develop a positive attitude toward those products. The hypothesis proposed in this study is as follows:

H4: Green perceived value has a positive and significant effect on attitude towards green of Generation Z on green cosmetic products.

The Effect of Attitude Towards Green on Green Purchase Intention

Attitude towards green has a positive and significant effect on green purchase intention. This is supported by Liao et al., 2020), Bashir (2019), Apriyani et al. (2023), Handriana et al. (2020) found that consumers with a positive attitude toward environmentally friendly products are more likely to intend to purchase it. The hypothesis proposed in this study is as follows:

H5: Attitude towards green has a positive and significant effect on Green Purchase Intention of Generation Z on green cosmetic products.

The Mediating Role of Attitude Towards Green in the Relationship Between Environmental Concern and Green Purchase Intention

Attitude towards green mediates the effect of environmental concern on green purchase intention. This is supported by Julianti & Pramudana (2017), Jaiswal & Kant (2018), Sianipar et al. (2021), Simanjuntak et al. (2023), Yohana & Suasana (2020), and Liao et al. (2020) found that individuals with strong environmental concern tend to develop positive attitudes toward green products, which in turn increases their intention to purchase those products. The hypothesis proposed in this study is as follows:

H6: Attitude Towards Green positively and significantly mediates the influence of Environmental Concern on the Green Purchase Intention of Generation Z on green cosmetic products.

The Mediating Role of Attitude Towards Green in the Relationship Between Green Perceived Value and Green Purchase Intention

Attitude towards green mediates the effect of green perceived value on green purchase intention. This statement is supported by Amalia et al. (2021), Woo & Kim (2018), Machado et al. (2022); Wang et al. (2022), Patwary et al. (2021) found that a positive attitude towards green products strengthens the relationship between consumers' perceived value of such products and their intention to purchase them.

H7: Attitude Towards Green positively and significantly mediates the influence of Green Purchase Intention on the Green Purchase Intention of Generation Z on green cosmetic products.

The conceptual model can explain the relationship between the variables to be studied as follows.

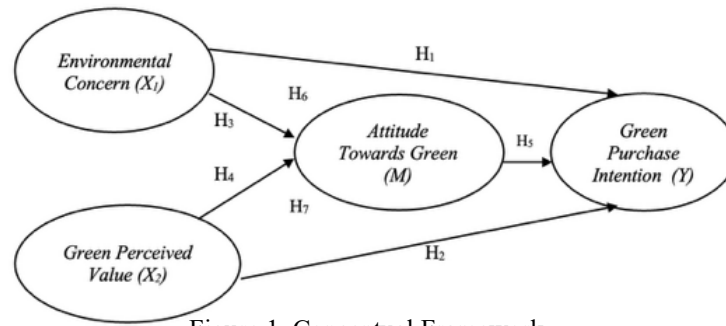


Figure 1. Conceptual Framework

2 Materials and Methods

This study uses a quantitative approach because the data are in the form of numbers that help explain the relationship between variables. Data were collected through surveys using a questionnaire. The research took place in Denpasar City, an area with a thriving cosmetics industry with a productive population aged 19 years and over of 422,328 people, which is the highest in Bali. The goal of this study is to examine how environmental concern, green perceived value influence green purchase intention, with attitude towards green as a mediating factor.

The research involved people aged between 20-28 years who have a minimum income of IDR 3,000,000 and have never purchased Sensatia Botanicals cosmetic products. The sampling method used was purposive sampling, a type of non-probability sampling, since not all members of the population had an equal chance of being selected. The number of respondents was based on the total of 16 indicators, with 5–10 respondents per indicator. As a result, 160 respondents were selected.

This research employed both qualitative and quantitative approaches. Qualitative insights were drawn from respondents' written responses, while quantitative data encompassed demographic information such as age, education, and occupation, along with responses to structured questionnaire items. Primary data were gathered directly from participants, whereas secondary data were obtained from publicly accessible sources, including Sensatia Botanical's official website. The questionnaire, used as the main research instrument, underwent validity and reliability testing. All items met the necessary criteria, with validity scores at or below 0.05 and Cronbach's Alpha values exceeding 0.7, indicating that the instrument was both valid and reliable for the study.

3 Results and Discussions

Based on gender, 55 respondents (49.1%) were male and 57 respondents (50.8%) were female. This shows that most of the respondents who are interested in buying environmentally friendly cosmetic products are women. In terms of age, the largest group was 25–28 years old with 66 people (58.9%), followed by 20–24 years old with 46 people (41.1%). This shows that most respondents who are interested in purchasing environmentally friendly cosmetic products are Generation Z in the 25–28-year age range.

In terms of education, the number of respondents with a high school/vocational high school education was 34 (30.3 %). 14 people with a diploma (12.5 %), 59 people with a bachelor's degree (52.6 %), and 5 people with a master's degree (4.4 %). This shows that most of Generation Z who are interested in purchasing environmentally friendly cosmetic products have a bachelor's degree. For jobs, the largest group was private employees, are Students/college students (38 people or 33.9 %), followed by civil servants (34 people or 30.3 %), private sector employees (36 people or 32.1 %), and self-employed (4 people or 3.5%). This indicates that the majority of respondents interested in purchasing environmentally friendly cosmetic products are students.

For monthly income, 72 respondents (64.2%) earned IDR 3–5 million, followed by 35 people (31.2%) earned IDR 5–8 million, 3 people (2.6%) earned IDR 8–11 million, 2 people (1.7%) earned IDR 11–14 million. This shows that

most respondents who are interested in purchasing environmentally friendly cosmetic products have an income of IDR 3–5 million.

Data Analysis and Hypothesis Testing

This study uses the PLS-SEM method with Smart PLS 4.1 software. Model evaluation is carried out in two stages: Evaluation of the Measurement Model and Structural Model Evaluation. The result can be seen at Figure 2.

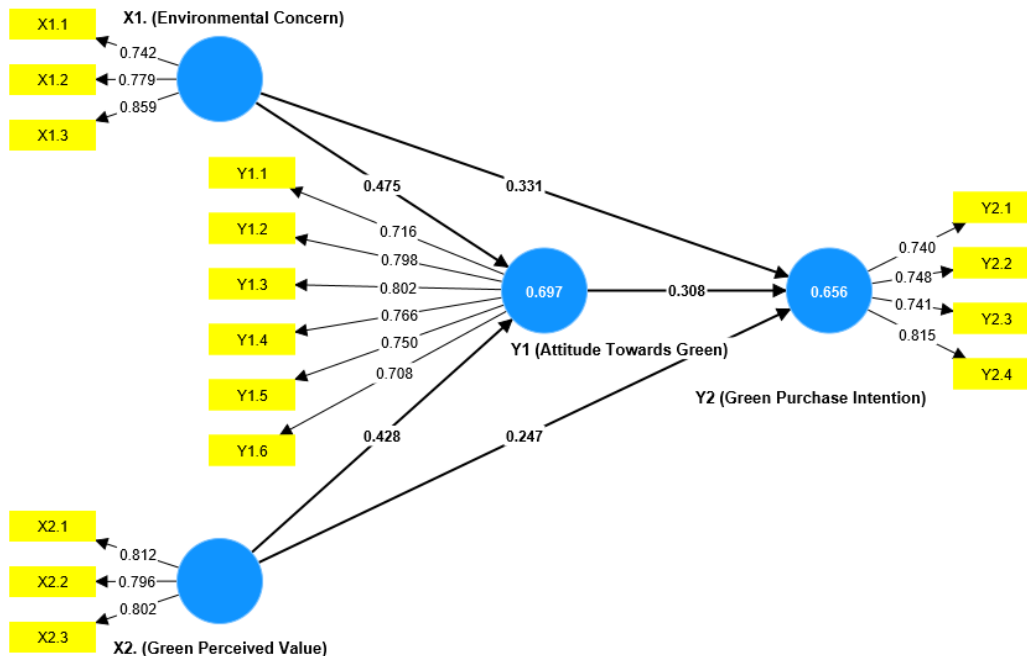


Figure 2. Result of Evaluation of the Measurement Model

Evaluation of the Measurement Model (Outer Model)

According to Hair (2014), the reflective measurement model is assessed by examining the convergent and discriminant validity of the indicators, along with the composite reliability of the entire set of indicators.

Convergent Validity

Convergent validity in reflective indicators is assessed through the correlation between each indicator and its underlying construct. An indicator is deemed reliable when its correlation value is > 0.70 (Ghozali, 2014). The results of the convergent validity analysis can be seen in the Table below.

Table 2
Outer Loadings

	X1 (Environmental Concern)	X2 (Green Perceived Value)	Y1 (Attitude Towards Green)	Y2 (Green Purchase Intention)
X _{1.1}	0.742			
X _{1.2}	0.779			
X _{1.3}	0.859			
X _{2.1}		0.812		
X _{2.2}		0.796		
X _{2.3}		0.802		

Supartha, A. A. R. P., & Sukaatmadja, I. P. G. (2025). The role of attitude towards green in mediating the effect of environmental concern and green perceived value on green purchase intention: A study of Gen Z's behavior toward Sensatia Botanicals in Denpasar City. *International Research Journal of Management, IT and Social Sciences*, 12(4), 316–330. <https://doi.org/10.21744/irjmis.v12n4.2543>

	X1 (Environmental Concern)	X2 (Green Perceived Value)	Y1 (Attitude Towards Green)	Y2 (Green Purchase Intention)
Y _{1.1}			0.716	
Y _{1.2}			0.798	
Y _{1.3}			0.802	
Y _{1.4}			0.766	
Y _{1.5}			0.750	
Y _{1.6}			0.708	
Y _{2.1}				0.740
Y _{2.2}				0.748
Y _{2.3}				0.741
Y _{2.4}				0.815

Source: data processed, 2025

Table 2 shows that all outer loading values for the variable indicators are greater than 0.70. Thus, it can be concluded that all indicators have met the requirements for convergent validity.

Discriminant Validity

a. Cross Loading

The validity of the indicator is tested through cross-loading examination, where an indicator is declared valid if it has a higher loading factor value on the latent variable that should be measured compared to other latent variables in the model, thus indicating that the indicator truly represents the intended construct.

Table 3
Discriminant Validity - Cross-Loading Test Results

	X ₁	X ₂	Y ₁	Y ₂
X _{1.1}	0.742	0.513	0.632	0.540
X _{1.2}	0.779	0.538	0.595	0.594
X _{1.3}	0.859	0.634	0.629	0.641
X _{2.1}	0.545	0.812	0.630	0.537
X _{2.2}	0.561	0.796	0.606	0.558
X _{2.3}	0.600	0.802	0.607	0.630
Y _{1.1}	0.545	0.580	0.716	0.561
Y _{1.2}	0.549	0.552	0.798	0.440
Y _{1.3}	0.619	0.561	0.802	0.473
Y _{1.4}	0.622	0.565	0.766	0.650
Y _{1.5}	0.526	0.518	0.750	0.632
Y _{1.6}	0.648	0.671	0.708	0.625
Y _{2.1}	0.507	0.534	0.550	0.740
Y _{2.2}	0.552	0.591	0.568	0.748
Y _{2.3}	0.564	0.466	0.524	0.741
Y _{2.4}	0.641	0.588	0.648	0.815

Source: data processed, 2025

Based on Table 3, the correlation of the environmental concern variable with its indicators is higher than the correlation of green perceived value, attitude towards green, and green purchase intention. The correlation variable of perceived value, with its indicators, is higher than environmental concern, attitude towards green, and green purchase intention. Then the correlation of the attitude towards green variable with its indicators is higher than the correlation of the environmental concern indicator, green perceived value, and green purchase intention. Furthermore, the correlation of

green purchase intention with its indicators is higher than the correlation of the environmental concern indicator, green perceived value, and attitude towards green. It can be explained that all indicators in each variable are valid.

b. Fornell-Larcker Criteria

One method for assessing discriminant validity is to compare the square root of the average variance extracted. for each variable, with the correlation between the variable and other variables in the model.

Table 4
Discriminant Validity - Fornell-Larcker Criteria results

Variables	Correlation Fornell-Larcker criterion			
	X ₁ (Environmental Concern)	X ₂ (Green Perceived Value)	Y ₁ (Attitude Towards Green)	Y ₂ (Green Purchase Intention)
X ₁ (Environmental Concern)	0.795			
X ₂ (Green Perceived Value)	0.709	0.803		
Y ₁ (Attitude Towards Green)	0.778	0.765	0.758	
Y ₂ (Green Purchase Intention)	0.746	0.717	0.754	0.762

Source: data processed, 2025

According to table 4, it can be explained that all variables in the tested model meet the discriminant validity criteria, because the correlation of latent variables in each variable is greater than 0.7. Thus, it can be stated that the research model can be said to be valid.

c. Average Variance Extracted Values

Discriminant validity can be evaluated using the Average Variance Extracted (AVE). It is considered acceptable when the square root of a construct's AVE exceeds its correlations with other constructs in the model. Furthermore, convergent validity is deemed adequate if each construct has an AVE value greater than 0.50 (Hair et al., 2019).

Table 5
Average Variance Extracted Values

Variables	Average variance extracted (AVE)
X ₁ (Environmental Concern)	0,632
X ₂ (Green Perceived Value)	0,645
Y ₁ (Attitude Towards Green)	0,574
Y ₂ (Green Purchase Intention)	0,580

Source: data processed, 2025

Based on Table 5, it can be explained that the AVE values of the environmental concern, green perceived value, attitude towards green, and green purchase intention variables have an average variance extracted (AVE) value for each variable greater than 0.50, so the data in the study can be said to be valid.

d. Composite Reliability

In addition to the validity test, a reliability test was also conducted on the variables, measured using two criteria: composite reliability and Cronbach's alpha for the indicator blocks measuring the variables. A variable is considered reliable if both the composite reliability and Cronbach's alpha values are > 0.70 (Ghozali, 2014:43).

Table 5
Summary of Composite Reliability Test

Variabel	Cronbach's alpha	Composite reliability (rho c)	Keterangan
X ₁ (Environmental Concern)	0,706	0,837	Reliabel
X ₂ (Green Perceived Value)	0,725	0,845	Reliabel
Y ₁ (Attitude Towards Green)	0,851	0,890	Reliabel
Y ₂ (Green Purchase Intention)	0,759	0,847	Reliabel

Source: data processed, 2025

The composite reliability and Cronbach's alpha results for the variables environmental concern, green perceived value, attitude toward green, and green purchase intention were all above 0.70. Thus, it can be concluded that all variables have good reliability.

Evaluation of Measurement Model (Inner Model)

The internal model evaluation is conducted by examining the R-squared value for the dependent latent variable, which is interpreted similarly to regression analysis. Additionally, the Q-square (predictive relevance) value is used to assess the extent to which the model and its parameter estimates can predict observed values.

a. R-Square

The calculation of the *R-squared* (R^2) aims to see how large the correlation value of the endogenous variables is resulting from the PLS estimation of each path (Hair et al., 2017). A high R-squared value signifies that the model effectively explains a large proportion of the variance in the variables under investigation.

Table 6
R-square

Structural	Variable	R Square	Adjusted R-square
1	Attitude Towards Green (Y1)	0,697	0,692
2	Green Purchase Intention (Y2)	0,656	0,647

Source: data processed, 2025

b. Q-Square predictive relevance

The inner model is tested by examining the Q-square value, which is a goodness-of-fit test. If the Q-square is greater than 0, the model has good predictive ability for endogenous indicators. The Q-square calculation is as follows.

$$\begin{aligned}
 Q^2 &= 1 - (1 - (R_1^2)) (1 - (R_2^2)) \\
 &= 1 - (1 - 0,697) (1 - 0,656) \\
 &= 1 - (0,303) (0,344) \\
 &= 1 - 0,104 = 0,896
 \end{aligned}$$

The Q-square value is 0.896, indicating that the model has excellent predictive relevance. Thus, it can be explained that 89.6 percent of the variation in Green Purchase Intention is influenced by Environmental Concern, Green Perceived Value, and Attitude Towards Green, while the remaining 10.4 percent is influenced by other variables.

Hypothesis Testing

Hypothesis testing was conducted using the bootstrapping method. In the path coefficient test, the relationship between two variables is categorized as significant if the path coefficient is >0.1 , and when using a two-tailed t-test with a significance level of 0.05 (5%). The path coefficient is considered significant if the T-statistic is greater than 1.96.

Table 7
Hypothesis Testing

Hypothesis	Path Coefficient	T Statistic	P Values	Explanation
<i>Direct Influence</i>				
H1 Environmental Concern -> Green Purchase Intention	0,331	4,521	0,000	Positive Significant
H2 Green Perceived Value -> Green Purchase Intention	0,247	2,235	0,025	Positive Significant
H3 Environmental Concern -> Attitude Towards Green	0,475	6,047	0,000	Positive Significant
H4 Green Perceived Value -> Attitude Towards Green	0,428	5,357	0,000	Positive Significant
H5 Attitude Towards Green -> Green Purchase Intention	0,308	3,054	0,002	Positive Significant
<i>Indirect Influence</i>				
H6 Environmental Concern -> Attitude Towards Green -> Green Purchase Intention	0,146	2,728	0,006	Positive Significant
H7 Green Perceived Value -> Attitude Towards Green -> Green Purchase Intention	0,132	2,542	0,011	Positive Significant

Source: data processed, 2025

The Influence of Environmental Concern on Green Purchase Intention

Environmental Concern has been shown to have a positive and significant effect on Green Purchase Intention. This result is indicated by a positive path coefficient of 0.331 with a t-statistic of 4.521 (t-statistic > 1.96) and p-values of 0.000 < 0.050. Thus, hypothesis 1 (H1) is accepted. The results indicate that the higher the level of environmental concern consumers have, the greater their intention to purchase Sensatia Botanicals' cosmetic products.

The Influence of Green Perceived Value on Green Purchase Intention

Green Perceived Value has been shown to have a positive and significant effect on Green Purchase Intention. This result is indicated by a positive path coefficient of 0.247 with a t-statistic of 2.235 (t-statistic > 1.96) and a p-value of 0.025 < 0.050; thus, hypothesis 2 (H2) can be proven. This means that the higher the green perceived value consumers have, the greater their intention to purchase Sensatia Botanicals' cosmetic products.

The Influence of Environmental Concern on Attitude Towards Green

Environmental Concern has been shown to have a positive and significant effect on Attitude Towards Green. This result is indicated by a positive path coefficient of 0.475 with a t-statistic of 6.047 (t-statistic > 1.96) and a p-value of 0.000 < 0.050; thus, hypothesis 3 (H3) can be proven. This means that the higher the environmental concern consumers have, the more positive their attitude toward Sensatia Botanicals' cosmetic products.

The Influence of Green Perceived Value on Attitude Towards Green

Green Perceived Value is proven to have a positive and significant effect on Attitude Towards Green. This result is indicated by a positive path coefficient of 0.428 with a t-statistic of 5.357 (t-statistic > 1.96) and a p-value of 0.000 < 0.050, thus, hypothesis 4 (H4) can be proven. This indicates that the higher the green perceived value consumers have, the more positive their attitude toward Sensatia Botanicals' cosmetic products.

The Influence of Attitude Towards Green on Green Purchase Intention

Attitude Towards Green has been shown to have a positive and significant effect on Green Purchase Intention. This result is indicated by a positive path coefficient of 0.308 with a t-statistic of 3.054 (t-statistic > 1.96) and a p-value of 0.002 < 0.050, thus, hypothesis 5 (H5) can be proven. This means that the more positive consumers' attitudes toward Sensatia Botanicals' cosmetic products, the stronger their intention to purchase those products.

The Mediating Role of Attitude Towards Green in the Relationship Between Environmental Concern and Green Purchase Intention

The p-value of the Environmental Concern variable on Green Purchase Intention is mediated by Attitude Towards Green of 0.006 compared to a significant value of 0.050. Because the p-value is <significant (0.006 <0.05) with a beta value of positive 0.146 and a t-statistic value of 2.728 compared to a t-table of 1.96. Because the t-statistic value > t-value (2.728 > 1.96), it can be explained that the higher the environmental concern, the more positive consumers' attitudes toward environmentally friendly cosmetic products. With a positive attitude, consumers are more likely to have a higher green purchase intention toward Sensatia Botanicals' products.

The Mediating Role of Attitude Towards Green in the Relationship Between Green Perceived Value and Green Purchase Intention

The p-value of the Green Perceived Value variable on Green Purchase Intention is mediated by Attitude Towards Green of 0.011 compared to a significant value of 0.050. Because the p-value is <significant (0.011 <0.05) with a positive beta value of 0.132 and a t-statistics value of 2.542 compared to a t-table of 1.96. Because the t-statistic value > t-value (2.542 > 1.96), it can be explained that the higher the green perceived value, the more positive consumers' attitudes toward environmentally friendly cosmetic products. With a positive attitude, the green purchase intention toward Sensatia Botanicals also increases.

4 Conclusion

The conclusions that can be drawn from this study are: Environmental concern has a positive and significant effect on green purchase intention; Green perceived value has a positive and significant effect on green purchase intention; Environmental concern has a positive and significant effect on attitude towards green; Green perceived value has a positive and significant effect on attitude towards green; Attitude towards green has a positive and significant effect on green purchase intention; Attitude towards green partially mediates the effect of environmental concern on green purchase intention; Attitude towards green partially mediates the effect of green perceived value on green purchase intention.

The theoretical implication of this study supports the Theory of Planned Behavior (TPB) by showing that in the context of sustainable purchasing, environmental concern and green perceived value influence green purchase intention both directly and indirectly through positive attitudes toward green products. This confirms TPB's relevance and enriches it by identifying specific pathways shaping green purchase intention.

To increase green purchase intention, Sensatia Botanicals management can run engaging educational campaigns via social media, seminars, or collaborate with eco-conscious influencers to raise awareness of the environmental impact of unsustainable consumption and foster a sense of personal responsibility. The company can highlight the long-term value of green cosmetics, which can increase perceived value and build positive attitudes, and motivate consistent purchasing.

Limitation

This study has several limitations. First, it only focused on Gen Z in Denpasar City, so the results may not represent users in other regions. Second, the study used a quantitative approach through questionnaires, which may limit deeper insights into user behavior. Lastly, the variables studied, environmental concern, green perceived value, and attitude towards green, do not cover all possible factors that could influence green purchase intention, such as brand image and word of mouth.

Conflict of interest statement

The authors declared that they have no competing interests.

Statement of authorship

The authors have a responsibility for the conception and design of the study. The authors have approved the final article.

Acknowledgments

The author extends deep appreciation to Prof. Dr. I Putu Gde Sukaatmadja, S.E., M.P., for his continuous guidance, support, and valuable input throughout this research. His knowledge and direction greatly contributed to the completion of this study. The author is also truly grateful to all respondents who took part in this research, as their sincere and insightful responses were vital to the success of this study.

References

- Ajzen, I. (2015). Consumer Attitudes and Behavior: The Theory of Planned Behavior Applied to Food Consumption Decisions. *Rivista Economia Agraria I*, 20(2): 121-138.
- Amalia, F. A., Sosianika, A., & Christabel, F. A. (2021). Green purchase intention of Indonesian young consumers: extending VAB framework. *Journal of Marketing Innovation (JMI)*, 1(1).
- Andrianto, N. M. (2020). Perceived Value, Attitude Towards Ad, dan Green Purchase Intention Pada Iklan Emosional Coca Cola. *JIAFE Universitas Pakuan* 6(2), 221-236.
- Apriyani, N., Salim, M., & Santi, F. (2023). Attitude Towards Green Products And Green Purchase Intention On The Green Purchase Behavior Of Detergent Products In The City Of Bengkulu. *The Manager Review*, 5(2), 225-244.
- Arora, N. & Manchanda, P. (2022). Green perceived value and intention to purchase sustainable apparel among Gen Z: The moderated mediation of attitudes. *Journal of Global Fashion Marketing*, 13(2), 168-185.
- Bashir, A. M. (2019). Effect of Halal Awareness, Halal Logo, and Attitude on Foreign Consumers' Purchase Intention. *British Food Journal*, 121(9), 1998- 2015.
- Batool, S., Arshad, M. R., Gul, R., & Shahid, M. (2023). Role of green customer value, awareness of environmental consequences, green brand positioning and attitude toward green brand in influencing green purchase intention. *International Journal of Social Science & Entrepreneurship*, 3(1), 605-621.
- Chaudary, R. & Bisai, S. (2018). Factors Influencing Green Purchase Behavior of Millennials in India. *Management of Environmental Quality: An International Journal*, 29(5), 798-812.
- Confente, I., Scarpi, D., & Russo, I. (2020). Marketing a new generation of bio-plastics products for a circular economy: The role of green self-identity, self-congruity, and perceived value. *Journal of Business Research*, 112, 431-439. <https://doi.org/10.1016/j.jbusres.2019.10.030>
- Darpito, S. H., Suryono, I. A., Sutiono, H. T., Laksana, D. H., & Tiroso, G. B. (2023). The role of environmental concern in influencing consumers' intention to buy sustainable products during the Covid-19 pandemic. *International Journal of Business Ecosystem and Strategy (2687-2293)*, 5(3), 01-10.
- De Canio, F., Martinelli, E., & Endrighi, E. (2021). Enhancing consumers' pro-environmental purchase intentions: the moderating role of environmental concern. *International Journal of Retail & Distribution Management*, 49(9), 1312-1329.
- Devi, N.K.E.S & Asksari, N.M.A. (2020). Pengaruh Persepsi Nilai, Persepsi Resiko, dan Sikap Terhadap Niat Membeli Kembali Pada Makanan Cepat Saji. *E-Jurnal Manajemen*, 9(1), pp. 119-138.
- Duc, M. L., Vu, L., Anh, D., Duy, L. T., Dang, H. H., dan Tuan, N. H. (2023). Factors Influencing Gen-Z's Intention to Buy Green Cosmetics in Ho Chi Minh City, Vietnam. *International Journal of Engineering Technology and Management Sciences*, 7(5), 248-259.
- Duong, C. D., Doan, X. H., Vu, D. M., Ha, N. T., and Dam, K. V. (2022). The role of perceived environmental responsibility and environmental concern on shaping green purchase intention. *Vision*, 09722629221092117.
- Dwiartini, M. Y. & Suasana, I. G. A. K. G. (2022). Peran kepercayaan memediasi pengaruh persepsi nilai terhadap niat beli brew me tea secara online. *E-Jurnal Manajemen Universitas Udayana*, 11(4), 682.
- Emekci, S. (2018). Green Consumption Behaviors of Consumers Within The Scope of TPB. *Journal of Consumer Marketing*, 36(3): 410-417.
- Fiandari, Y. R., Surachman, S., Rohman, F. & Hussein, A. S. (2019). Perceived value dimension in repetitive fish consumption in Indonesia by using an extended theory of planned behavior. *British Food Journal*, 121(6), 1220-1235.
- Ghozali, I. (2014). *Struktural Equation Modeling, Metode Alternatif dengan Partial Least Square (PLS)*. Semarang: Badan Penerbit Universitas Diponegoro.
- Gomes, S., Lopes, J. M., & Nogueira, S. (2023). Willingness to pay more for green products: A critical challenge for Gen Z. *Journal of Cleaner Production*, 390, 136092. <https://doi.org/10.1016/j.jclepro.2023.136092>
- Grand View Research. (2020). Natural skin care products market size, share dan trends analysis report by product (face cream, body cream), by distribution channel (online, offline), by region, and segment forecasts, 2020-2027. *Grand View Research*. <https://www.grandviewresearch.com/industry-analysis/natural-skin-care-products-market>
- Hair, J. F. (2014). *A primer on partial least squares structural equation modeling (PLS-SEM)*. sage.
- Handriana, T., Yulianti, P., Kurniawati, M, Ariana, N.A., Aisyah, R.A., Aryani, M.G.A., dan Wandira, R.K. (2020). Purchase Behavior of Millennial Female Generation on Halal Cosmetic Products. *Journal of Islamic Marketing*, 12(7), 1295-1315.
- Irwanto, N. F. A. & Mahfudz, M. (2024). Pengaruh lifestyle of health and sustainability (lohas) consumption tendency terhadap sikap ramah lingkungan dan kepercayaan konsumen serta implikasinya pada minat beli (Studi Empiris

- pada Konsumen Produk Kecantikan Berkelanjutan pada Generasi Y dan Z di Kota Semarang). *Diponegoro Journal of Management*, 13(1), 87-88
- Jaiswal, D., & Kant, R. (2018). Green purchasing behaviour: A conceptual framework and empirical investigation of Indian consumers. *Journal of retailing and consumer services*, 41, 60-69. <https://doi.org/10.1016/j.jretconser.2017.11.008>
- Jaya, P. K. D., & Sukaatmadja, I. P. G. (2023). Peran Emosi Positif Memediasi Pengaruh Kualitas Pelayanan Terhadap Niat Pembelian Kembali. *E-Jurnal Manajemen Universitas Udayana*, 12(8).
- Julianti, N.W.S., & Pramudana, K.A.S. (2017). Peran Sikap dalam Memediasi Pengaruh Pengetahuan dan Kepedulian Lingkungan Terhadap Niat Beli Produk Hijau. *E-jurnal Manajemen UNUD* 6(10), 5524-5551
- Kirmani, M. D., & Khan, M. N. (2016). Environmental concern to attitude towards green products: Evidences from India. *Serbian Journal of Management*, 11(2), 159-179.
- Kotler, P., & Keller, K. L. (2018). *Marketing management* (15th ed.). Pearson Education.
- Kwistianus, H., Hatane, S. E., & Aprilia, N. D. (2020). *Environmental concern, attitude and willingness to pay of Green products: Case study in private universities in Surabaya, Indonesia* (Doctoral dissertation, Atlantis Press).
- Liao, Y. K., Wu, W. Y., & Pham, T. T. (2020). Examining the moderating effects of green marketing and green psychological benefits on customers' green attitude, value and purchase intention. *Sustainability (Switzerland)*, 12(18).
- Lin, C.C., Chen, Y.J., & Wang, J.W. (2021). Double Matching Service Preference for Promoting Short Sea Shipping: Evidence from Taiwan. *Emerald Publishing Limited: Maritime Business Review* 6(4), 392-413.
- Machado, M., Silva, S., & Costa, E. M. (2024). Byproducts as a sustainable source of cosmetic ingredients. *Applied Sciences*, 14(22), 10241.
- Maichum, K., Parichatnon, S., & Peng, K. C. (2017). The influence of environmental concern and environmental attitude on purchase intention towards green products: a case study of young consumers in Thailand. *International Journal of Business Marketing and Management*, 2(3), 1-8.
- Malik, C., Singhal, N., & Tiwari, S. (2017). Antecedents of consumer environmental attitude and intention to purchase green products: moderating role of perceived product necessity. *International Journal of Environmental Technology and Management*, 20(5-6), 259-279.
- Manopo, A., Tumbuan, W. J. F. A., Gunawan, A., Manopo, E. M., & Gunawan, E. M. (2021). The Influence of Product Knowledge on Green Purchase Intention, The Role of Attitude as Mediating Variable Pengaruh Pengetahuan Produk Terhadap Niat Beli Hijau, Peran Sikap Sebagai Variabel Mediasi. *851 Jurnal EMBA*, 9, 851-864.
- Patwary, A. K., Omar, H., & Tahir, S. (2021). The impact of perceived environmental responsibility on TOURISTS' INTENTION to visit green hotel: the mediating role of attitude. *Geo Journal of Tourism and Geosites*, 34(1), 9-13.
- Peng, L., Zhang, W., Wang, X., & Liang, S. (2019). Moderating effects of time pressure on the relationship between perceived value and purchase intention in social E-commerce sales promotion: Considering the impact of product involvement. *Information & Management*, 56(2), 317-328. <https://doi.org/10.1016/j.im.2018.11.007>
- Purnami, N. M., & Nurcaya, I. N. (2025). Exploring the Drivers of Customer Loyalty in the Restaurant Industry: A Systematic Literature Review and Future Research Agenda. *Jurnal Ilmiah Manajemen dan Bisnis*, 10(1), 38-51
- Sensatia Botanicals. (2024). Memenuhi Kebutuhan Perawatan Tubuh dan Kulit Anda Secara Alami. *Sensatia Botanicals*. Sensatia Botanicals.
- Shevia, S., Christiarini, R., & Qadri, R. A. (2023). Green marketing environmental concern: Minat beli generasi Z terhadap personal care products. *Journal of Business and Banking*, 13(1), 99-120.
- Shimul, A. S., Cheah, I., & Khan, B. B. (2022). Investigating female shoppers' attitude and purchase intention toward green cosmetics in South Africa. *Journal of Global Marketing*, 35(1), 37-56.
- Shin, Y. H., Im, J., Jung, S. E., & Severt, K. (2019). Motivations behind consumers' organic menu choices: The role of environmental concern, social value, and health consciousness. *Journal of Quality Assurance in Hospitality and Tourism*, 20(1), 107-122.
- Sianipar, E. M., & Hapsari, R. D. V. (2021). Pengaruh Green Brand Terhadap Green Purchase Intention Pada Konsumen Usaha Merge. Project. *Jurnal Ilmiah Mahasiswa FEB*, 9(2).
- Siddique, M.Z.R., Saha, G. & Kasem, A. R. (2020). Estimating Green Purchase Behavior: an Empirical Study Using Integrated Behavior Model in Bangladesh. *Journal of Asia Business Studies* 15(2), 319-344.
- Simanjuntak, M., Nafila, N. L., Yuliati, L. N., Johan, I. R., Najib, M., and Sabri, M. F. (2023). Environmental Care Attitudes and Intention to Purchase Green Products: Impact of Environmental Knowledge, Word of Mouth, and Green Marketing. *Sustainability (Switzerland)*, 15(6).

- Stuchlý, J., Jambal, T., & Ližbetinová, L. (2020). Customer's View and Experience with Loyalty Programs in the South Bohemia. In *SHS Web of Conferences* (Vol. 73, p. 01026). EDP Sciences.
- Tan, Z., Sadiq, B., Bashir, T., Mahmood, H., & Rasool, Y. (2022). Investigating the Impact of Green Marketing Components on Purchase Intention: The Mediating Role of Brand Image and Brand Trust. *Sustainability (Switzerland)*, 14(10).
- Utami, K. S. (2020). Green Consumers Behavior: Perilaku Konsumen dalam Pembelian Produk Ramah Lingkungan. *Jurnal Maksipreneur: Manajemen, Koperasi, Dan Entrepreneurship*, 9(2), 208–223.
- Wang, Y. M., Zaman, H. M. F., & Alvi, A. K. (2022). Linkage of green brand positioning and green customer value with green purchase intention: the mediating and moderating role of attitude toward green brand and green trust. *Sage Open*, 12(2), 21582440221102441.
- Witek, L., & Kuźniar, W. (2021). Green purchase behavior: The effectiveness of sociodemographic variables for explaining green purchases in emerging market. *Sustainability (Switzerland)*, 13(1), 1–18.
- Woo, E., & Kim, Y. G. (2018). Consumer attitudes and buying behavior for green food products. *British Food Journal*, 121(2), 320–332.
- World Economic Forum. (2022). Gen Z Cares About Sustainability More Than Anyone Else And Is Starting to Make Others Feel The Same. *World Economic Forum* <https://www.weforum.org/stories/2022/03/generation-z-sustainability-lifestyle-buying-decisions/>.
- WWF Indonesia. (2017). Laporan survei kesadaran lingkungan dan preferensi konsumen terhadap produk ramah lingkungan. *WWF Indonesia*. <https://www.wwf.id>
- Yohana, N. K. Y., & Suasana, I. G. A. K. G. (2020). *Peran sikap dalam memediasi pengaruh kesadaran lingkungan terhadap niat beli tumbler starbucks di Kabupaten Badung* (Doctoral dissertation, Udayana University).
- Yue, B., Sheng, G., She, S., & Xu, J. (2020). Impact of consumer environmental responsibility on green consumption behavior in China: The role of environmental concern and price sensitivity. *Sustainability*, 12(5), 2074.