

THE EFFECT OF GREEN ADVERTISING, GREEN TRUST AND ONLINE CUSTOMER REVIEW ON PURCHASE DECISIONS OF COSMETIC PRODUCTS AMONG GENERATION Z USERS OF SHOPEE IN THE SPECIAL REGION OF YOGYAKARTA

^{*1}Anggi Sapitri,²Ratri Nurina Widyanti

^{1,2}Management, Business and Humanities, University Teknologi Yogyakarta, Indonesia

Author's email:

¹sapitrianggi266@gmail.com

^{*}Corresponding author: sapitrianggi266@gmail.com

Abstract. *The purpose of this research is to analyze the effect of green advertising, green trust and online customer review on purchase decision of cosmetic products among generation Z users of Shopee in the special region of Yogyakarta. The sampling technique in this study used a purposive sampling technique with total of 127 respondents. The data collected for this study were quantitative and gathered through online questionnaires, which were tested for validity and reliability. For analysis, this study utilized Statistical Product and Service Solution (SPSS) for windows version 23.0. The results of the study showed the green advertising influences purchase decision, green trust influences purchase decision, and online customer review influences purchase decision.*

Keywords: *Green Advertising; Green Trust; Online Customer Review; Purchase Decision*

1. INTRODUCTION

Environmental pollution is currently a serious problem that threatens the sustainability of life, with the landfill in Indonesia reaching 32 million tons by 2024, of which plastic waste from the cosmetics industry is one of the main contributors, with around 50% of cosmetic product packaging made of plastic between 2020 and 2025. The growth of the cosmetics industry is contributing significantly to the Indonesian economy, with revenue reaching \$8.09 billion in 2023 and increasing to \$9.17 billion in 2024, as well as the number of cosmetics business actors increasing from 1,039 units in 2023 to more than 1,200 units in 2024. With the number of internet users in Indonesia reaching 221 million by 2024, of which 34.40% are Generation Z, technological and e-commerce developments affect consumer behavior in making purchasing decisions. In marketing, advertising is one of the factors for a company's marketing success in communicating its brand. Green advertising is an effort to market a product that reflects the company's commitment to minimizing adverse impacts on the environment to create a good image for the company (Santoso & Fitriani, 2016). Green trust is the willingness to use several specific trusted services or brands that are believed to have a positive impact on the environment (Dewi & Rastini, 2016). However, many companies make environmental claims that are not supported by concrete actions, so that it undermines consumer trust or is called greenwashing. Greenwashing can damage consumer trust with the sustainability claims given, so it can reduce the trust of many companies that start marketing their products as environmentally friendly products, but this is not entirely true (Nisa et al., 2023). With the existence of an online marketplace making it easier for consumers to find products, in online shopping activities consumers need to find more information about the products they will buy through the review feature. Reviews that are user-generated content are referred to as online customer reviews as a type of electronic word-of-mouth(E-WOM).

that provides information about products and recommendations from a consumer perspective. When consumers cannot judge products personally, they often rely on OCR as a reference material (Munte et al., 2020).

2. INTRODUCTION

2.1 Green Marketing

Green marketing is a change in the lifestyle and perspective of consumers and companies to focus on a changing business approach model where companies can create a product with. pay attention to environmental sustainability (Nurhayati et al., 2016). Green marketing or green marketing is a business practice that promotes products or services with a focus on environmental sustainability and human health, green marketing is also considered a form of corporate social responsibility (CSR / Corporate Social Responsibility) which is increasingly important in the context of sustainability (Hendra et al., 2023). According to karna (in Amrita et al., 2024) green marketing is a holistic management process that is responsible for identifying, anticipating and satisfying consumer desires in a profitable and sustainable way.

2.2 Green Advertising

Green advertising is one of the business strategies to promote products with the application of environmentally friendly ideas (Hasanah & Handayani, 2020). This is in line with the definition of green advertising according to (Hezron et al., 2019) green advertising is an advertisement that promotes a green product to attract consumers who care about the environment in meeting their needs and desires for environmentally friendly products. The goal of green advertising is to influence consumer purchasing behavior by encouraging them to buy products that do not harm the environment and directing their attention to the positive consequences of purchasing behavior. Green advertising is said to be successful if it is able to provide clear information about the benefits of environmentally friendly products to consumers. Based on these goals, the main function of green advertising plays a role in strengthening the message that will be conveyed through advertising to consumers (Hendra et al., 2023).

2.3 Green Trust

Green trust is a belief or expectation that results from its credibility, virtue, and ability regarding the pro-environmental performance of foreign products (Lee, 2020). Green trust is an attitude that shows a willingness to depend on a product, service or brand based on trust or expectations derived from credibility, truth and ability about environmental performance (Chen et al., 2015). Green trust is a form of consumer trust in a brand or company in terms of environmental care and awareness (Suherman & Puspaningrum, 2023). Green trust can be interpreted as a consumer's willingness to depend on a product, service, or brand based on beliefs or expectations resulting from the credibility, morality-fulfilling behavior, and capabilities of the product or about the product's performance against the environment (Abraham et al., 2022).

2.4 Online Customer Reviews

Online consumer reviews can be said to be an opinion or experience that consumers provide about the services they get or products that have been purchased and used. The experience that others have previously felt about a product is an influential source that has an impact when deciding to buy, the more positive things that are heard, the greater the consumer's confidence to buy the product (Lidiawati et al., 2023). There are several

aspects that can be applied so that online customer reviews can be carried out effectively. These aspects serve as a reference in providing relevant reviews, some of the main aspects that contribute to the effectiveness of online customer reviews can be described as follows: Usefulness of Online Customer Review, Review Expertise, Timeliness Online Customer Review, Comprehensiveness of Online Customer Review (Zhao et al., 2015).

2.5 Purchase Decision

Purchase decisions are customer decisions with various stages of alternative choices when satisfying needs (Widiyanti & Harti, 2021). Purchase decisions are a mechanism by buyers who will decide which goods and brands they will buy, starting with the identification of needs, information search, evaluation of alternatives, purchase decisions, and post-purchase decision evaluation (Suherman & Puspaningrum, 2023). Purchasing decisions are how consumers decide which alternative options to choose, and include decisions about what to buy. Because everyone has a different perspective in making purchasing decisions on a product, this is influenced by brand preferences and consumer behavior (Nurkamiden et al., 2024).

Conceptual Framework

This research aims to find out the the effect of green advertising, green trust and online customer review on purchase decisions of cosmetic products among generation z users of Shopee in the special region of Yogyakarta. In this research, green advertising, green trust, and online customer review are independent variables. Meanwhile, purchase decisions as the dependent variable. The following is the conceptual framework that the author developed:

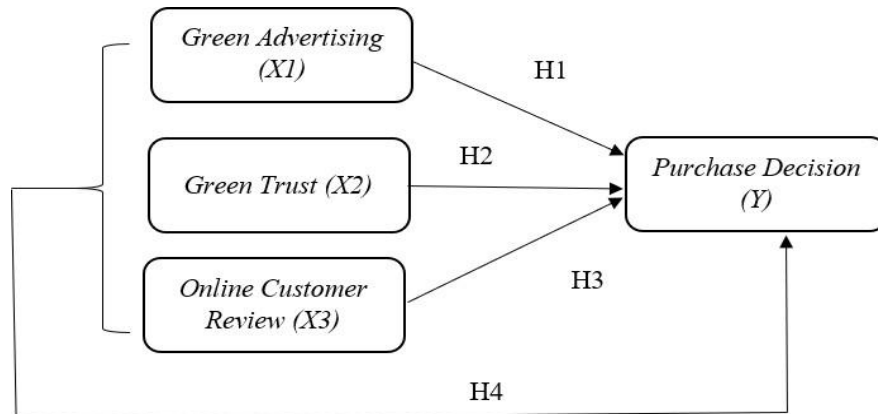


Figure 1. Conceptual Framework

Hypothesis

This research has been proven to be true through collected empirical data.

The hypothesis that the author proposes is as follows:

H1: Green Advertising (X1) has a positive effect on Purchase Decision(Y).

H2: Green Trust (X2) has a positive effect on Purchase Decision (Y).

H3: Online Customer Reviews (X3) has a positive effect on Purchase Decision (Y).

H4: Green Advertising (X1), Green Trust (X2), Online Customer Review (X3) together have a positive effect on Purchase Decision (Y).

3. RESEARCH METHODS

This research uses a quantitative descriptive approach, this research method uses a questionnaire method as a means of collecting data, the purpose of this method is to deepen the related information to be studied on a number of respondents who represent

the population. The population in this study is a subject related to the research that the author did in generation Z in the special region of Yogyakarta.

The technique used in determining this sample uses non-probability to be precise using purposive sampling, stating that purposive sampling is a sampling technique with certain considerations, The characteristics of the respondents in this study are based on the following: The respondents are Generation Z in the Special Region of Yogyakarta, respondents are users of the Shopee platform in the Special Region of Yogyakarta, respondents have made cosmetic product purchases on the Shopee platform at least four times in the last six months. Then the results obtained from the minimum number of samples needed in this study were 96 respondents.

4. RESULTS AND DISCUSSION

4.1 Validity Test

The validity test is carried out by comparing the r-calculated value with the r-table for degree of freedom (df) = n-2, in this case n is the number of samples. Magnitude (df) = 127-2 then the number 125 is obtained, the value of df is 125 and the value of sig is 0.05, then based on the value of r table in this validity test is 0.1743.

Table 1. Validity Test Results

Variabel	Pernyataan	R hitung	R tabel	Keterangan
Green Advertising	GA1	0,806	0,1743	Valid
	GA2	0,799	0,1743	Valid
	GA3	0,785	0,1743	Valid
Green Trust	GT1	0,772	0,1743	Valid
	GT2	0,763	0,1743	Valid
	GT3	0,680	0,1743	Valid
	GT4	0,722	0,1743	Valid
Online Customer Review	OCR1	0,710	0,1743	Valid
	OCR2	0,757	0,1743	Valid
	OCR3	0,657	0,1743	Valid
	OCR4	0,740	0,1743	Valid
	OCR5	0,759	0,1743	Valid
Purchase Decision	PD1	0,777	0,1743	Valid
	PD2	0,718	0,1743	Valid
	PD3	0,793	0,1743	Valid
	PD4	0,753	0,1743	Valid

Based on each statement submitted on each variable can be said to be valid because it has a calculated r-value greater than the r-table of the table, which is 0.1750.

4.2 Reliability Test

Reliability test using Cronbach's Alpha with a Conbarch's Alpha value has been determined to obtain a reliable result of > 0.7.

Table 2. Reliability Test Result

Variabel	Cronbach's Alpha	Standard Cronbach's Alpha	Keterangan
GA	0,712	0,7	Reliabel
GT	0,714	0,7	Reliabel
OCR	0,774	0,7	Reliabel
PD	0,756	0,7	Reliabel

The results of Cronbach's Alpha of all items on each variable > Cronbach's standard alpha of 0.7, it can be concluded that the variable tested is said to be reliable.

4.3 Normality Test

The normality test aims to test whether in the regression model of residual variables whether it has a normal distribution.

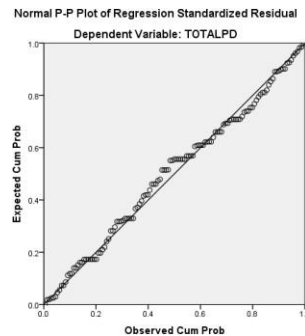


Figure 2. Normality Test Results

The figure above shows that the variable points follow the direction of this diagonal line indicate that the data has been distributed normal.

4.4 Multicollinearity Test

Multicollinearity test aims to determine whether there is a correlation between independent variables in the regression model.

Table 3. Multicollinearity Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	2.477	1.446		1.713	.089		
GA	.122	.061	.126	2.007	.047	.995	1.005
GT	.203	.082	.214	2.485	.014	.524	1.909
OCR	.460	.074	.537	6.239	.00	.524	1.907

a. Dependent Variable: TOTALPD

These results show that the tolerance value obtained $> 10\%$ and the VIF value obtained < 10 . It can be concluded that in this research there is no multicollinearity between independent variables in the regression model.

4.5 Heteroscedasticity Test

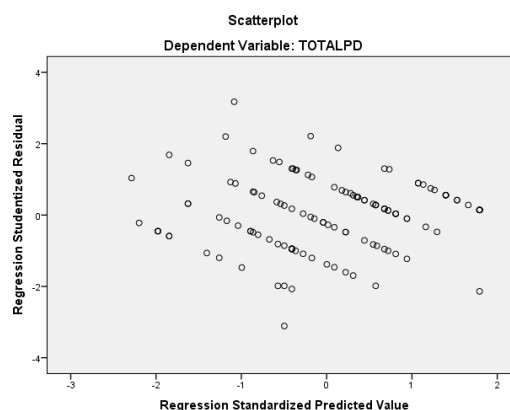


Figure 3. Heteroscedasticity Test

Based on the scatterplot chart below, the dots are scattered randomly and not form a specific pattern. So, it can be said that there is no Heteroscedasticity.

4.6 Multiple Linear Analysis Test

Based on multiple regression calculations between green advertising, green trust and online customer review to purchase decision with the help of the SPSS program in the calculation process can obtain the following results:

Table 4. Multiple Linear Analysis Test Result

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.477	1.446		1.713	.089		
	GA	.122	.061	.126	2.007	.047	.995	1.005
	GT	.203	.082	.214	2.485	.014	.524	1.909
	OCR	.460	.074	.537	6.239	.00	.524	1.907

a. Dependent Variable: TOTALPD

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

$$Y = 2,477 + 0,122X_1 + 0,203X_2 + 0,460X_3 + e$$

Based on these results, it can be interpreted in the following discussion:

4.6.1 The constant value obtained in this study is 2.477, so it can be interpreted that if the independent variable is 0 (constant), then the dependent variable is 2.477.

4.6.2 The value of the regression coefficient of the green advertising variable (X1) has a positive value of 0.122, so it can be interpreted that if the X1 variable increases, the Y variable will also increase.

4.6.3 The value of the regression coefficient of the green trust variable (X2) has a positive value of 0.203, so it can be interpreted that if the X2 variable increases, the Y variable will also increase.

4.6.4 the value of the regression coefficient of the online customer review variable (X3) is a positive value of 0.460, so it can be interpreted that if the X3 variable increases, the Y variable will also increase.

4.7 Partial Test (t-test)

The partial hypothesis test aims to determine whether or not there is a partial influence of independent variables (green advertising, green trust and online customer reviews) on dependent variables (purchase decisions).

Table 5. Partial Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.477	1.446		1713	.089
	GA	.122	.061	.126	2.007	.047
	GT	.203	.082	.214	2.485	.014
	OCR	.460	.074	.537	6.239	.000

a. Dependent Variable: TOTALPD

a. The green advertising variable obtained a calculated t value of 2.007 > from t table 1.657 with a significance level of 0.047 < 0.05 and a beta value of 0.126. meaning that H1 is accepted, the green advertising variable has a positive influence on the purchase decision variable.

b. The green trust variable is obtained a calculated t-value of 2.485 > from t table 1.657 with a significance level of 0.014 < 0.05 and beta has a positive value of 0.214. meaning that H2 is accepted as a variable green trust has a positive influence on the purchase decision variable.

c. The online customer review variable obtained a calculated t value of 6.239 > from t

table 1.657 with a significance level of $0.000 < 0.05$ and a positive beta value of 0.537. H3 is accepted the online customer review variable has a positive influence on the purchase decision variable.

4.8 Simultan Test (F-Test)

This simultan test (F-Test) was carried out to find out that the independent variables contained in this study have a joint influence on the dependent variables.

Table 6. Simultan Test Results

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	107.307	3	35.769	44.657	.000 ^b
	Residual	98.520	123	.801		
	Total	205.827	126			
a. Dependent Variable: TotalPD						
b. Predictors: (Constant), TotalOCR, TotalGA, TotalGT						

Based on the result of F calculation was obtained of $44.657 > 2.680$ with a profitability value of sig $0.000 < 0.05$. Therefore, it can be concluded that independent variables (green advertising, green trust and online customer reviews) simultaneously have a positive effect on dependent variables (purchase decisions).

4.9 Coefficient of Determination

The determination coefficient test measures how far the model is able to explain the variation of dependent variables.

Table 7. Coefficient of Determination Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.722 ^a	.521	.510	.895
a. Predictors: (Constant), TotalOCR, TotalGA, TotalGT				
b. Dependent Variable: TotalPD				

Based on the adjusted R2 results of 0.510. Based on the results of the determination test in Table 4.22, the result of the adjusted R2 value of 0.510 was obtained.

DISCUSSION

1. The Effect of Green Advertising on Purchase Decision

The results of the t-test statistics for the green advertising variable were obtained with a calculated t-value of $2.007 > t$ table 1.657 with a significance level of $0.047 < 0.05$ and a positive beta value of 0.122, so this study succeeded in proving that the first hypothesis (H1) is "green advertising has a positive and significant effect on purchase decision". The results of this study are in line with research conducted by (Auli et al.,2023) and (Rahimah et al.,2022) which stated that green advertising has a positive effect on purchase decisions.

2. The Effect of Green Trust on Purchase Decision

The statistical results of the t-test for the green trust variable were obtained with a calculated t-value of $2.485 > t$ table 1.657 with a significance level of $0.014 < 0.05$ and a positive beta value of 0.203, so this study succeeded in proving that the second hypothesis (H2) is "green trust has a positive and significant effect on purchase decisions". The results of this study are in line with research conducted by (Chryсна et al.,2022) and (Suherman & Puspaningrum,2023) which stated that green trust has a

positive effect on purchase decisions.

3. The Effect of Online Customer Review on Purchase Decision

The results of the t-test statistics for the online customer review variable were obtained with a calculated t-value of $6.239 > t \text{ table } 1.657$ with a significance level of $0.000 < 0.05$ and a positive beta value of 0.460 , so this study succeeded in proving that the third hypothesis (H3) is "online customer reviews have a positive and significant effect on purchase decisions". The results of this study are in line with research conducted by (Putri et al., (2024) and (Lidiawati et al.,2023) which stated that online customer reviews have a positive effect on purchase decisions.

4. The Effect of Green Advertising, Green Trust, and Online Customer Reviews Together Affect Purchase Decisions

Based on the results of the simultaneous test (F test) that has been carried out, the results of F calculation are obtained of $44,657 > 2,680$ with a profitability value of $\text{sig } 0.000 < 0.05$. Green advertising, green trust, and online customer reviews together have a significant influence on purchase decisions.

CONCLUSION

The research hypotheses are formulated as follows: The green advertising variable (X1) has a positive and significant effect on the purchase decision variable (Y). The green trust variable (X2) also has a positive and significant effect on the purchase decision variable (Y). Furthermore, the online customer review variable (X3) has a positive and significant effect on the purchase decision variable (Y). Hypothesis 4 is accepted, indicating that green advertising (X1), green trust (X2), and online customer review (X3) together have a positive effect on purchase decisions.

SUGGESTION

Suggestions that can be given by researchers are based on the conclusions and limitations of the research, so suggestions that can be given by researchers include:

1. The researcher is then advised to add other variables in the next study, which have the potential to improve and are able to explain the influence on purchase decisions.
2. To improve the quality of data in the next study, data validation should be carried out by combining the data collection method with the interview method. This can help reduce bias and provide a sure respondent's perspective related to the variables that are
3. The results of this research can be used by companies, especially in the cosmetics industry in the process of implementing marketing communication, companies can show product excellence by communicating the company's commitment to environmental issues such as the use of natural materials and recyclable packaging. In addition, companies need to build corporate credibility related to the company's seriousness in implementing environmental issues, this can be done by showing an environmental certificate by embedding an eco-friendly label. Companies need to pay attention to the alignment of the offerings and the credibility offered, this is to maintain consumer satisfaction so that they can avoid negative reviews.

REFERENCES

- Abraham, C. T., Nasa, F., P. P. Mursid, H., B. Hotmaduma, A., & Fajar, H. (2022). Peran *Green Trust dan Theory Planned Behavior* pada Konsumerisme Produk Hijau. *Indonesian Business Review*, 5(1), 42–57.
- Amrita, N. D. A., Suryawan, T. G. A. W. K., Idayanti, I. D. A. A. E., Putri, C. I. A. V. N., Suwastawa, I. P. A., Boari, Y., Daffa, F., & Judijanto, L. (2024). *GREEN MARKETING (Dunia Baru dalam Dunia Marketing)* (Issue June).
- Auli, A. L., Ngatno, & Djoko Waloejo, H. (2023). Pengaruh Green Product Dan Green Advertising Terhadap Keputusan Pembelian Konsumen Sariayu Martha Tilaar Kota Semarang. *Jurnal*

Ilmu Administrasi Bisnis, 12(2), 531–538.

- Chen, Y. S., Lin, C. Y., & Weng, C. S. (2015). The influence of environmental friendliness on green trust: The mediation effects of green satisfaction and green perceived quality. *Sustainability (Switzerland)*, 7(8), 10135–10152.
- Chrysna, V. Y., Sumarsono, H., & Widyaningrum, P. W. (2022). Pengaruh *Green Trust*, *Green Price*. *Journal Ekonomi Bisnis Dan Akuntansi*, 65(2), 65–70.
- Dewi, S. A., dan Rastini, N. M. (2016). Peran Green Trust Memediasi Green Perceived Value Dan Green Perceived Risk Terhadap Green Repurchase Intention. *Manajemen Unud*, 5(12), 8046–8078.
- Hasanah, N., & Handayani, W. (2020). Pengaruh Green Product, Green Advertising dan Green Trust Terhadap Keputusan Pembelian Skincare Himalaya Herbals di Palapa Toserba Surabaya. *Jurnal Studi Manajemen Dan Bisnis*, 7(1), Inpress.
- Hendra; Yanti Rinda; Nuvriasari, Audita; & Harto, B. (2023). *Green Marketing For Business* (M. Efitra; Yusuf, Ed.; 1st ed.). PT. Sonpedia Publishing Indonesia.
- Hezron, Lady V, Fanggidae, R. P. C., Dhae, Y. K. I. D. D., & Paulina, Y. (2019). Pengaruh Green Product dan Green Advertising terhadap Keputusan Pembelian Konsumen Teh Kotak Di Kota Kupang. *Glory: Jurnal Ekonomi & Ilmu Sosial*, 261–273.
- Lidiawati, L., Hilmia, H., & Mujahid dakwah, M. (2023). Vol 2 No.3 Sept Pengaruh Online Customer Review Dan Online Customer Rating Terhadap Keputusan Pembelian Konsumen Pada Aplikasi Tiktok Shop Di Kota Mataram. *Jurnal Riset Pemasaran*, 2(3), 41–46.
- Munte, R., Girsang, R., & Safitri, A. (2020). Pengaruh Online Consumer Review Dan Rating Terhadap Kepercayaan Dan Minat Marketplace Shopee. *Jurnal Education And Development*, 8(3), 187–192.
- Nisa, Dr. N. U., Mendoza, S. A. J., & Shamsuddinova, S. (2023). The Concept of Greenwashing and its Impact on Green Trust, Green Risk, and Green Consumer Confusion: A Review- Based Study. *Journal of Administrative and Business Studies*, 8(3), 8–18.
- Nurhayati, Imam, G., & Putranti, H. R. D. (2016). Pengaruh Green Marketing Dan Corporate Social Responsibility Terhadap Keputusan Pembelian Dengan Pengetahuan Konsumen Sebagai Variabel Intervening (Studi Pada Toko Swalayan Super Indo Kota Semarang). *Media Ekonomi Dan Manajemen*, 31(2), 129–143.
- Nurkamiden, S., Wolok, T., & Ismail, Y. L. (2024). Pengaruh Online Customer Review Dan Kepercayaan Terhadap Keputusan Pembelian Pada Aplikasi Shopee Mahasiswa Jurusan Manajemen Universitas Negeri Gorontalo. *Jurnal Ilmiah Manajemen Dan Bisnis*, 7(1), 107–117.
- Putri, M. Y., Savitri, C., & Pratwi, W. (2024). The influence of influencers (syifa hadju) and online consumer reviews on purchasing decisions for pinkflash cosmetics in the shopee marketplace. *Journal of Economics, Business and Accounting*, 7, 2294–2306.

- Rahimah, A., Tanzil, R., & Hikmah, M. (2022). Peran Green Advertising terhadap Citra Merek dan Dampaknya pada Keputusan Pembelian. *INOBIIS: Jurnal Inovasi Bisnis Dan Manajemen Indonesia*, 6(1), 104–120.
- Santoso, I., & Fitriani, R. (2016). Green Packaging, Green Product, Green Advertising, Persepsi, dan Minat Beli Konsumen. *Jurnal Ilmu Keluarga Dan Konsumen*, 9(2), 147–158.
- Suherman, A. A., & Puspaningrum, A. (2023). Pengaruh Green Marketing, Green Brand Image, dan Green Trust Terhadap Purchase Decision. *Jurnal Manajemen Pemasaran Dan Perilaku Konsumen*, 2(4), 1002–1012.
- Widiyanti, D., & Harti, H. (2021). Pengaruh Self-Actualization Dan Gaya Hidup Hangout Terhadap Keputusan Pembelian Di Kedai Kopi Kekinian Pada Generasi Milenial Surabaya. *Jurnal Manajemen Pemasaran*, 15(1), 50–60.
- Zhao, X. (Roy), Wang, L., Guo, X., & Law, R. (2015). The influence of online reviews to online hotel booking intentions. *International Journal of Contemporary Hospitality Management*, 27(6), 1343–1364.