# THE INFLUENCE OF GREEN PACKAGING AND GREEN PRICE ON PURCHASE DECISION OF ENVIRONMENTALLY FRIENDLY SKINCARE PRODUCTS IN THE DAERAH ISTIMEWA YOGYAKARTA

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**Abstract.** *This study aimed to analyze the influence of green packaging and green price on the purchase decision of Environmentally Friendly Skincare Products in the Daerah Istimewa Yogyakarta. The sample consisted of individuals residing in the Daerah Istimewa Yogyakarta who had experience using eco-friendly skincare products and showed interest in environmental issues, making them likely to purchase such products. The sampling technique used was purposive sampling, with total of 100 respondents. Primary data were collected through questionnaires measuring public perceptions of green packaging and green price in relation to purchase decisions of environmentally friendly skincare products. The analyses conducted in this study included descriptive analysis, instrument testing (validity and reliability tests), classical assumption tests, multiple linear regression analysis, coefficient of determination, and hypothesis testing (F-test and t-test). The independent variables in this study were green packaging and green price, while the dependent variable wa purchase decision. The results showed that green packaging had influence on purchase decisions, green price also had influence on purchase decisions, green packaging and green price simultaneously had influence on purchase decisions.*

**Keywords**: *Green Packaging; Green Price; Purchase Decision*

## 1. INTRODUCTION

Public awareness of the importance of taking care of the skin is now starting to be high, an attractive appearance can increase confidence. This phenomenon can be seen from the increasing number of people using skin care products. Along with the increasing use of skincare, waste from industry is increasing, which causes problems for the environment.

Of the many environmental problems, one that is worrying and needs to be concerned is the increasing amount of plastic waste that is not easily decomposed. Based on data from the Plastic Pollution Coalition, the beauty industry produces more than 120 billion units of packaging every year. Most packaging containers are not recyclable and further increase the pile of waste in the Final Disposal (www.waste4change.com/blog/).

The problem of garbage accumulation is also a major problem for the Yogyakarta region. According to Agus (2024), explained that the pile of waste in Jogja City currently reaches around 5,000 tons (www.detik.com/jogja/berita). Public awareness of the importance of protecting the environment is needed in situations like this. The emergence of the green campaign movement is one of the activities that shows that the public is beginning to realize that the environment needs to be preserved.

Based on these phenomena, some companies are beginning to realize the impact of production activities on the environment, so they try to create an environmentally friendly product or commonly called a green product. One way to apply this green product concept is to make products using green packaging to package the products sold.

Green packaging is product packaging made from natural materials, recyclable, easily degradable, and harmless to living beings or the environment, which allows it to

support sustainable development (Amalia et al., 2023). Green packaging can be a company's marketing strategy considering the trend of the green campaign movement starting to attract people's attention to buy environmentally friendly products. This is supported by research that states that green packaging has a positive and significant effect on purchasing decisions (Mardiyah et al., 2022). However, it is different from the research of Damayanti and Nuvriasari (2021) which states that green packaging does not have a positive and significant effect on purchasing decisions. The results of these different studies show a research gap where it is important to further research the influence of green packaging on purchase decisions.

Green packaging products are usually sold at a higher price. Kotler and Armstrong (2018) state that premium products produce premium prices. The price paid by consumers for products with green packaging is called the green price.

Green price is the price determined by a company for a product by considering environmental factors and the application of environmentally friendly aspects to the product (Khoiruman et al., 2020). This value is the result of increased cost, value, and functionality for both the taste and appearance of the product (Kotler et al., 2022). The additional cost for this green product can result in the purchase of the product. This is supported by research by Inyustisia et al. (2024), which states that green prices affect consumer purchasing decisions. However, this is different from the research of Pratama et al. (2023), which states that the green price variable does not have a significant effect on the purchase decision variable. The results of these different studies show a research gap where it is important to further research the influence of green prices on purchase decisions.

Purchase decision is a process carried out by consumers by combining several combinations to evaluate two or more alternatives and choose one of them (Dewanti and Budiarti, 2025). In connection with the green campaign that is being intensified, consumers who are environmentally conscious tend to buy more environmentally friendly products and still pay attention to other components including packaging and prices for consumers to consider when making purchase decisions for environmentally friendly products.

This study aims to test and obtain empirical evidence regarding the influence of green packaging and green price on the purchase decision of environmentally friendly skincare products in the Special Region of Yogyakarta, both partially and simultaneously.

The hypotheses that emerged in this study were:
H1: Green packaging (X1) affects the purchase decision (Y).
H2: Green price (X2) affects the purchase decision (Y).
H3: Green packaging (X1) and green price (X2) affect the purchase decision (Y).

## 2. LITERATURE REVIEW

### *2.1 Green Packaging*

Consumers' awareness of the impact of packaging on the environment makes them cautious in determining the type of product packaging they buy. Therefore, many companies are starting to use green packaging as one of their product marketing strategies. Green packaging is the company's effort to attract consumer interest through environmentally friendly packaging (Rahayuningsih and Nurtjahjadi, 2024). According to Kong et al. (2014), the indicators that are the measure in green packaging are: ease of packaging to decompose naturally, ease of packaging for recycling, ease of packaging for reuse.

### *2.2 Green Price*

Green price is the price offered by a company for the green products offered (Kotler and Armstrong, 2018). Green prices are additional prices that exist because of the consideration of several aspects to make environmentally friendly products that require more costs (Al Amin et al., 2023). This value is the result of increased cost, value, and

functionality for both the taste and appearance of the product (Kotler et al., 2022). According to (Kotler et al. (2022), the indicators that are measured in green prices are: price affordability, price conformity with product quality, price compatibility with benefits, price competitiveness.

*2.3 Purchase Decision*

Purchase decisions are the process carried out by consumers by combining several combinations to evaluate two or more alternatives and choose one of them (Dewanti and Budiarti, 2025). A purchase decision is a consumer's decision about which brand to buy. In the evaluation phase, consumers form preferences between brands in a set of choices. Consumers may also form an intention to buy the most preferred brands (Kotler and Armstrong, 2018). According to Kotler et al. (2022), the indicators that are measured in purchase decisions are: stability in green products, habit of buying green products, recommend green products to others, make a repurchase of green products.

## 3. RESEARCH METHODS

The researcher used quantitative research to test the hypothesis in the sample through a questionnaire as a research instrument measured with a 4-point (modified likert scale). Because the population in this study is unknown, the researcher used the Lemeshow formula and obtained 100 respondents in the Daerah Istimewa Yogyakarta who were selected through purposive sampling techniques with certain criteria, namely the people of the Daerah Istimewa Yogyakarta who have experience using environmentally friendly skincare products and who have an interest in environmental issues so that they will buy environmentally friendly skincare products. Data collection was carried out in March-April 2025. The research tools used in this study use the help of the IBM SPSS version 26 program. This study was processed using descriptive analysis, instrument tests (validity test and reliability test), classical assumption test (normality test, multicollinearity test, linearity test, and heteroscedasticity test), multiple linear regression analysis, hypothesis test (t test and F test) and determination coefficient (R2).

## 4. RESULTS AND DISCUSSION

4.1 Respondent Classification

Based on the results of the research conducted by distributing the questionnaire, data on the characteristics of the respondents was obtained as follows:

**Table 1.** Respondent Classification

| Description | | Frequency | Percent |
|---|---|---|---|
| Gender | Male | 44 | 44,0 |
| | Female | 56 | 56,0 |
| Age | <18 years old | 3 | 3,0 |
| | >23-28 years old | 11 | 11,0 |
| | >28-33 years old | 4 | 4,0 |
| | >33-38 years old | 2 | 2,0 |
| | >38 years old | 5 | 5,0 |
| | 18-23 years old | 75 | 75,0 |
| Education | Diploma (D3/D4) | 4 | 4,0 |
| | Bachelor (S1) | 45 | 45,0 |
| | Senior High School | 51 | 51,0 |
| Income | < Rp 2.000.000 | 43 | 43,0 |
| | >Rp 11.000.000 | 1 | 1,0 |
| | >Rp 5.000.000-Rp 8.000.000 | 4 | 4,0 |

| | | | |
|---|---|---|---|
| | >Rp 8.000.000-Rp 11.000.000 | 3 | 3,0 |
| | Rp 2.000.000-Rp 5.000.000 | 49 | 49,0 |
| | Total | 100 | 100 |

(Source: Data Processing Results 2025)

Based on the table above, it can be seen that out of a total of 100 respondents with respondent characteristics based on gender, there were 56 female respondents (56%) and 44 male respondents (44%). Respondent characteristics based on age were 75 respondents (75%) aged 18-23 years, 2 respondents (2%) aged > 33-38 years, 3 respondents (3%) aged <18 years, 4 respondents (4%) aged >28-33 years, 5 respondents (5%) aged >38 years and 11 respondents (11%) aged >23-28 years. Respondent characteristics based on education were 51 respondents (51%) who had a vocational/high school education, 4 respondents (4%) who had a Diploma education (D3/D4), 45 respondents (45%) who had a Bachelor's education (S1). Respondent characteristics based on income were 49 respondents (49%) who had an income of IDR 2,000,000-IDR 5,000,000, 1 respondent (1%) who had an income of >IDR 11,000,000), 3 respondents (3%) who had an income of >IDR 8,000,000-IDR 11,000,000, 4 respondents (4%) who had an income of >IDR 5,000,000-IDR 8,000,000), 43 respondents (43%) who had an income of <IDR 2,000,000).

*4.2 Descriptive Statistic Analysis*

Descriptive statistical analysis in this study provides an overview or description of a data seen from the maximum, minimum, mean and standard deviation values as follows:

**Table 2.** Descriptive Statistical Analysis Results

| | N | *Minimum* | *Maximum* | *Mean* | *Std. Deviation* |
|---|---|---|---|---|---|
| *Green packaging* | 100 | 6 | 12 | 10,34 | 1,485 |
| *Green price* | 100 | 8 | 16 | 12,98 | 1,944 |
| *Purchase decision* | 100 | 9 | 16 | 13,28 | 1,913 |

(Source: Data Processing Results 2025)

Based on the table above, it can be seen that N or the amount of data of each valid variable amounts to 100 purchase decision sample data (Y) with a minimum value of 9, a maximum value of 16, a mean value of 13.28 and a standard deviation value of 1.913. Green packaging (X1) is known to have a minimum value of 6, a maximum value of 12, a mean value of 10.34 and a standard deviation value of 1.485. The green price (X2) was obtained with a minimum value of 8, a maximum value of 16, a mean value of 12.98 and a standard deviation value of 1.944.

*4.3 Instruments Test*

**a. Validity Test**

The validity test was carried out by comparing the value of r calculated with the r table with the provision of degree of freedom (df) = n – 2. If r is calculated > r of the table and has a positive value, then the statement item is declared valid (Ghozali, 2018).

**Table 3.** Validity Test Results

| Variable | Item Statement | r count | r table | Sig Value | Description |
|---|---|---|---|---|---|
| Green packaging | X1.1 | 0,758 | 0,1966 | 0,000 | Valid |
| | X1.2 | 0,889 | 0,1966 | 0,000 | Valid |
| | X1.3 | 0,852 | 0,1966 | 0,000 | Valid |
| Green price | X2.1 | 0,800 | 0,1966 | 0,000 | Valid |
| | X2.2 | 0,667 | 0,1966 | 0,000 | Valid |

| Variable | Item Statement | r count | r table | Sig Value | Description |
|---|---|---|---|---|---|
| | X2.3 | 0,793 | 0,1966 | 0,000 | Valid |
| | X2.4 | 0,819 | 0,1966 | 0,000 | Valid |
| Purchase decision | Y.1 | 0,761 | 0,1966 | 0,000 | Valid |
| | Y.2 | 0,871 | 0,1966 | 0,000 | Valid |
| | Y.3 | 0,816 | 0,1966 | 0,000 | Valid |
| | Y4 | 0,848 | 0,1966 | 0,000 | Valid |

(Source: Data Processing Results 2025)

Based on the table above, it can be seen that the green packaging variable instrument test, the green price variable instrument test and the purchase decision variable instrument test are said to be valid.

**b. Reliability Test**

The instrument is declared reliable if the value of Croncach's Alpha (α)> 0.70 (Ghozali, 2018).

**Table 4.** Reliability Test Results

| Variable | Chronbach's Alpha | Description |
|---|---|---|
| Green packaging | 0,777 | Reliable |
| Green price | 0,766 | Reliable |
| Purchase decision | 0,841 | Reliable |

(Source: Data Processing Results 2025)

Based on the table above, it can be seen that the Cronbach's Alpha value of all research variables shows greater than 0.70. Thus, the respondents' answers from all the research variables are reliable.

*4.4 Classic Assumption Test*

**a. Normality Test**

**1) One Sample Kolmogorov-Smirnov Test**

The test criteria with the One Sample Kolmogorov-Smirnov Test is that if significant (Asymp.sig) > 0.05, then the data is normally distributed.

**Table 5.** Normality Test Results (Regression Model 1)

| | | Unstandardized Residual |
|---|---|---|
| N | | 100 |
| Normal Parameters[a,b] | Mean | ,0000000 |
| | Std. Deviation | 1,33145033 |
| Most Extreme Differences | Absolute | ,085 |
| | Positive | ,077 |
| | Negative | -,085 |
| Test Statistic | | ,085 |
| Asymp. Sig. (2-tailed) | | ,070[c] |
| a. Test distribution is Normal. | | |
| b. Calculated from data. | | |
| c. Lilliefors Significance Correction. | | |

(Source: Data Processing Results 2025)

Based on the table above, it can be seen that the significant value of the first model is 0.070>0.05 so that it can be concluded that the data equation model tested is normally distributed.

**2) Normal Probability Plots Analysis**

In normal analysis of probabilistic plots if the data/residual points are spread around

the diagonal line and follow the diagonal direction, then the data is normally distributed.

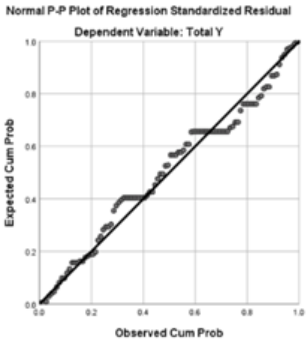


**Figure 1.** Normality Test Results (Regression Model 2)
(Source: Data Processing Results 2025)

Based on the image above, it can be seen that the residual points are spread around the diagonal line, so it can be said that the residual is declared to be normally distributed.

**b. Multicollinearity Test**

The multicollinearity test aims to test whether the regression model finds a correlation between independent variables. A good regression model should have no correlation between independent variables. The tolerance value that is commonly used to indicate multicollinearity is < 0.10 and the VIF value > 10 (Ghozali, 2018).

**Table 6.** Multicollinearity Test Results

| *Model* | *Unstandardized Coefficients* | | *Standardized Coefficients* | | | *Collinearity Statistics* | |
|---|---|---|---|---|---|---|---|
| | *B* | *Std. Error* | *Beta* | *t* | *Sig.* | *Tolerance* | *VIF* |
| *(Constant)* | 2,931 | 1,062 | | 2,760 | ,007 | | |
| *Green packaging* | ,307 | ,108 | ,239 | 2,854 | ,005 | ,715 | 1,399 |
| *Green price* | ,553 | ,082 | ,562 | 6,716 | ,000 | ,715 | 1,399 |
| *a. Dependent Variable: Purchase decision* | | | | | | | |

(Source: Data Processing Results 2025)

Based on the table above, it can be seen that the tolerance value of the green packaging and green price variables is 0.715>0.10. As well as the VIF value of green packaging and green price variables of 1,399 <10. Therefore, it can be concluded that there is no multicollinearity between independent variables in this regression model.

**c. Linearity Test**

This test aims to find out whether the two variables that will be subjected to the statistical analysis procedure show a linear relationship or not. Good data should have a linear relationship between independent variables and dependent variables. A relationship is said to be linear when the value of Deviation from Linearity (sig) > 0.05.

**Table 7.** Results of the Linearity Test (Regression Model 1)

| | | | *Sum of Squares* | *df* | *Mean Square* | *F* | *Sig.* |
|---|---|---|---|---|---|---|---|
| *Purchase decision * Green packaging* | *Between Groups* | *(Combined)* | 110,007 | 6 | 18,335 | 6,762 | ,000 |
| | | *Linearity* | 105,046 | 1 | 105,046 | 38,743 | ,000 |
| | | *Deviation from Linearity* | 4,961 | 5 | ,992 | ,366 | ,871 |
| | *Within Groups* | | 252,153 | 93 | 2,711 | | |
| | *Total* | | 362,160 | 99 | | | |

(Source: Data Processing Results 2025)

Based on the table above, it can be seen that the value of sig deviation from linearity data is 0.871 > 0.05. Therefore, it can be concluded that the relationship between green packaging

**Table 8.** Results of the Linearity Test (Regression Model 2)

| | | | *Sum of Squares* | *df* | *Mean Square* | *F* | *Sig.* |
|---|---|---|---|---|---|---|---|
| *Purchase decision * Green price* | *Between Groups* | *(Combined)* | 180,076 | 7 | 25,725 | 12,998 | ,000 |
| | | *Linearity* | 171,924 | 1 | 171,924 | 86,867 | ,000 |
| | | *Deviation from Linearity* | 8,152 | 6 | 1,359 | ,687 | ,661 |
| | *Within Groups* | | 182,084 | 92 | 1,979 | | |
| | *Total* | | 362,160 | 99 | | | |

(Source: Data Processing Results 2025)

Based on the table above, it can be seen that the value of sig deviation from linearity data is 0.687 > 0.05. Therefore, it can be concluded that the relationship between green prices and purchase decisions is linear.

**d. Heteroscedasticity Test**

**1) Scatter Plot Test**

The residual criterion is said to have a homogeneous variety when the residual points are in a scatter plot spread randomly.

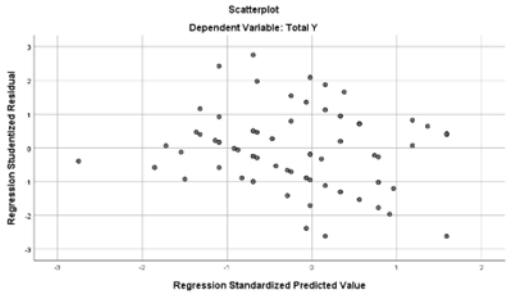


**Figure 2.** Hereoscedasticity Test Result
(Source: Data Processing Results 2025)

Based on the scatter plot graph of the image above, it can be seen that the residual dots are randomly spread above and below the number 0 on the Y axis and do not form a specific pattern. Thus, homogeneity is fulfilled or heteroscedasticity does not occur in this regression model.

**2) Glejser Test**

Test criteria If the significance value > 0.05, then heteroscedasticity does not occur in the data.

**Table 9.** Heteroscedasticity Test Results (Regression Model 2)

| *Model* | | *Unstandardized Coefficients* | | *Standardized Coefficients* | *t* | *Sig.* |
|---|---|---|---|---|---|---|
| | | *B* | *Std. Error* | *Beta* | | |
| *1* | *(Constant)* | ,152 | ,668 | | ,228 | ,820 |
| | *Green packaging* | ,119 | ,068 | ,207 | 1,757 | ,082 |
| | *Green price* | -,028 | ,052 | -,064 | -,542 | ,589 |
| *a. Dependent Variable: Abs_Res* | | | | | | |

(Source: Data Processing Results 2025)

Based on the table above, it can be seen that the significance values (0.082 and 0.589)>0.05. Therefore, it can be concluded that there is no heteroscedasticity in this regression model.

*4.5 Multiple Linear Regression Analysis*

Multiple linear regression analysis is an analysis used to measure the strength of relationships, the direction of relationships and how much influence independent variables have on dependent variable.

**Table 10.** Multiple Linear Regression Test Results

| *Model* | | *Unstandardized Coefficients* | | *Standardized Coefficients* | *t* | *Sig.* |
|---|---|---|---|---|---|---|
| | | *B* | *Std. Error* | *Beta* | | |
| *1* | *(Constant)* | 2,931 | 1,062 | | 2,760 | ,007 |
| | *Green packaging* | ,307 | ,108 | ,239 | 2,854 | ,005 |
| | *Green price* | ,553 | ,082 | ,562 | 6,716 | ,000 |
| *a. Dependent Variable: Purchase decision* | | | | | | |

(Source: Data Processing Results 2025)

Y = 2,931 + 0,307X1 + 0,553X2 + e

a. The value of the purchase decision constant (Y) is positive.
b. The green packaging coefficient has a positive value, meaning that every time there is an increase in the green packaging variable, the purchase decision increases.
c. The coefficient of the green price variable has a positive value, meaning that every time there is an increase in the green price variable, the purchase decision increases.

From the results described above, it can be concluded that the green packaging variable (X1) and the green price variable (X2) have an effect and contribute positively to the purchase decision variable (Y). In other words, an increase in the value of the green packaging variable (X1) and the green price variable (X2) will be followed by an increase in the value of the purchase decision variable (Y).

*4.6 Hypothesis Test*

**d. Partial Test (t-test)**

The t-test is used to test how much an individual independent variable affects the bound variable. The test was carried out with a significance value level of < 0.05 and t calculated > t table.

**Table 11.** Partial Test Results (t-test)

| *Model* | | *Unstandardized Coefficients* | | *Standardized Coefficients* | *t* | *Sig.* |
|---|---|---|---|---|---|---|
| | | *B* | *Std. Error* | *Beta* | | |
| 1 | *(Constant)* | 2,931 | 1,062 | | 2,760 | ,007 |
| | *Green packaging* | ,307 | ,108 | ,239 | 2,854 | ,005 |
| | *Green price* | ,553 | ,082 | ,562 | 6,716 | ,000 |
| *a. Dependent Variable: Purchase decision* | | | | | | |

(Source: Data Processing Results 2025)

Based on the table above, it can be seen that the two independent variables included in the regression model have a significance value of < 0.05. This can be seen from the significance value of the green packaging variable is < 0.005, while the green price variable is 0.000.

The two independent variables choose the t-value of the > t table. It can be seen that the green packaging variable has a value of 2,854 > 1,985 and the green price variable also has a value of 6,716 > 1,985 which means that H1 and H2 are accepted because the purchase decision variable is partially influenced by the green packaging and green

price variables.

**e. Simultaneous Test (F Test)**

The F test is used to determine the co-influence of independent variables on variables bound to decision-making, if the value of sig < 0.05 and the value of F calculate > F table, then it can be said to have a significant effect.

**Table 12.** Simultaneous Test Results (F Test)

| *Model* | | *Sum of Squares* | *df* | *Mean Square* | *F* | *Sig.* |
|---|---|---|---|---|---|---|
| *1* | *Regression* | 186,657 | 2 | 93,328 | 51,582 | ,000[b] |
| | *Residual* | 175,503 | 97 | 1,809 | | |
| | *Total* | 362,160 | 99 | | | |
| *a. Dependent Variable: Purchase decision* | | | | | | |
| *b. Predictors: (Constant), Green price, Green packaging* | | | | | | |

(Source: Data Processing Results 2025)

Based on the table above, it can be seen that the value of f is calculated as 51.582 > f of the table is 3.090 and the significance value is 0.000<0.05. This means that H3 is accepted and it can be concluded that green packaging and green prices together affect purchase decisions.

*4.7 Coefficient of Determination (R²)*

The Coefficient of Determination (R²) is used to measure how far an independent variable can explain the variation of partially or simultaneously bound variables.

**Table 13.** Results of the Coefficient of Determination (R²)

| *Model* | *R* | *R Square* | *Adjusted R Square* | *Std. Error of the Estimate* |
|---|---|---|---|---|
| 1 | ,718[a] | ,515 | ,505 | 1,345 |
| *a. Predictors: (Constant), Green price, Green packaging* | | | | |

(Source: Data Processing Results 2025)

Based on the table above, it can be seen that the value of the correlation coefficient (R) is 0.718 which means that there is a strong relationship between the independent variable and the dependent variable. The adjusted value of R Square is 0.505, so it can be concluded that the green packaging (X1) and green price (X2) variables have a combined contribution of 50.5% to the purchase decision variable (Y), while 49.5% is explained by other variables that are not studied. The Standard Error of the Estimate (SEE) is 1.345. The smaller the SEE value will make the regression model more accurate in predicting dependent variables.

*4.8 Discussion*

This study aims to examine the influence between independent variables on dependent variables, namely the influence between green packaging variables and green prices on purchase decisions. Based on the results of the data analysis that has been carried out, the discussion of the results of the research is as follows:

**a. The Influence of Green Packaging on Purchase Decision**

Based on the results of the hypothesis test, it is known that the regression coefficient of the green packaging variable is 0.307. The significance value for the green packaging variable was 0.005 (0.005 < 0.05) and the t-value of the table > t-table (2.854 > 1.985). So the hypothesis in this study, (H1) is accepted. Based on these results, it can be said that the better the implementation of green packaging, the purchase decision on environmentally friendly skincare products will increase. On the other hand, the lower the application of green packaging, the lower the purchase decision on environmentally friendly skincare products. Therefore, the company is expected to implement better

green packaging to increase purchase decisions for its environmentally friendly skincare products. The results of the study are supported by research by Dewanti and Budiarti (2025) which states that green packaging partially has a positive and significant effect on purchasing decisions. In the study of Early et al. (2024), there is a positive and significant influence of the green packaging variable on the purchase decision variable.

**b. The Influence of Green Price on Purchase Decision**

Based on the results of the hypothesis test, it is known that the regression coefficient of the green price variable is 0.553. The significance value for the green price variable is 0.000 (0.000 < 0.05) and the t-value of the table > t (6.716 > 1.985). So the hypothesis in this study, (H2) is accepted. Based on these results, it can be said that the better the implementation of green prices, the more purchase decisions on environmentally friendly skincare products will increase. On the other hand, the lower the application of green prices, the lower the purchase decision on eco-friendly skincare products. Therefore, the company is expected to implement better green prices in order to increase purchase decisions for its environmentally friendly skincare products. The results of the study are supported by research by Inyustisia et al. (2024), which states that the green price variable has an effect on the purchase decision variable. In the research of Puspasari and Milenia (2022), green prices have an effect on purchasing decisions. In the study of Khoiruman et al. (2020), the green price variable has a significant effect on purchasing decisions.

**c. The Influence of Green Packaging and Green Price on Purchase Decision**

Based on the results of the hypothesis test, it is known that the significance value for the green packaging and green price variables is 0.000 and the value of F is calculated > F table (51.582 > 3.090). So the hypothesis in this study, (H3) is accepted. The results of the analysis in this study prove that green packaging (X1) and green price (X2) have a simultaneous effect on purchase decision (Y). This means that when green packaging and green prices are applied simultaneously, they have a stronger impact on purchasing decisions for environmentally friendly skincare products. These results indicate that the integration of strategies in various aspects of the business can have a greater impact on consumer preferences and behaviors. Therefore, the company is expected to increase the implementation of green packaging and green prices in order to increase purchase decisions for its environmentally friendly skincare products. The results of the study are supported by research conducted by Early et al. (2024), and Mardiyah et al. (2022), which states that green packaging affects purchase decisions as well as research conducted by Inyustisia et al. (2024), and Khoiruman et al. (2020), which states that green prices affect purchase decisions.

## CONCLUSION

The conclusion for the research that has been conducted on the influence of green packaging and green price on the purchase decision of eco-friendly skincare products in the Daerah Istimewa Yogyakarta is: H1 is accepted, because in this study it is proven that green packaging affects the purchase decision of eco-friendly skincare products in the Daerah Istimewa Yogyakarta. H2 was accepted, because in this study it was proven that green price also affects the purchase decision of environmentally friendly skincare products in the Daerah Istimewa Yogyakarta. H3 was accepted, because in this study it was proven that green packaging and green price simultaneously affect the purchase decision of environmentally friendly skincare products in the Daerah Istimewa Yogyakarta.

In connection with the results of the study, companies that have produced green products are expected to increase the application of green packaging and green price in their products while still paying attention to the compatibility with the concept of sustainability so that they can attract consumers. In addition, the public is expected to consider purchasing skincare products with an environmentally friendly concept by

preferring ethical and sustainable products because the community plays an important role in strengthening the local green business ecosystem.

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