

**THE EFFECT OF GREEN BRAND IMAGE, GREEN BRAND ATTITUDE, AND GREEN BRAND TRUST ON GREEN REPURCHASE INTENTION  
(CASE STUDY: THE BODY SHOP, INDONESIA)**

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***Abstract***

*The purpose of this study is to analyse the positive influence of green brand image, green brand attitude, and green brand trust on green repurchase intention. The survey method was implemented in this study. Questionnaires were used to collect data. The sampling technique in this study was purposive sampling. The sample size was 214 samples. Partial Least Square-Structural Equation Modeling (PLS-SEM) statistical tool was applied for data analysis. The results showed that green brand image has a positive effect on green repurchase intention. Then, green brand attitude has a positive effect on green repurchase intention. Finally green brand trust has a positive effect on green repurchase intention.*

***Keywords :*** *Green Brand Image, Green Brand Attitude, Green Brand Trust, Green Repurchase Intention*

**1. INTRODUCTION**

Environmental issues are often concerned about global warming, pollution, and plastic waste. Indonesians also have similar concerns about environmental issues. A sense of environmental concern changes people's consumption patterns from consuming conventional services or goods to consuming environmentally friendly services or goods. Environmentally friendly services or goods are commonly referred to as green products. Green products are services or goods that are less or do not pollute the environment and are usually recyclable (Vannia et al, 2022). In the 21st century, according to the American Marketing Association (AMA), generation Y (millennials) and generation Z tend to rely on companies that apply the concept of green products, so that to get the attention and trust of consumers today, one of them can use green products where the products, brands and services owned refer to environmentally friendly concepts. Companies that have eco-friendly products can provide added value to the company in competitiveness because they can meet customer needs as well as form a concern for the environment (Hanifah & Ariyanti, 2022).

The cosmetics and skincare industry is one of the sectors that is predicted to grow rapidly at a rate of 5.6% in the next decade, especially for green products. One of the anthropogenic sources of potentially hazardous marine pollutants comes from the cosmetics industry. Cosmetic products are one of the contributors to plastic packaging and microbead waste. Some active ingredients of skincare products were found to have varying negative effects on aquatic organisms (Anggraeni et al, 2022). One of the cosmetics products that implement green products is The Body Shop. The Body Shop implements a green marketing strategy to reduce the use of plastic and use natural ingredients in its products. The Body Shop, which has an environmentally friendly concept, has a campaign that supports to love the earth more and care for the environment. Forever Against Animal Testing (2017) is a campaign that calls for stopping cosmetic testing on animals so that no more animals suffer in the name of beauty, and The Body

Shop Indonesia's campaign in 2021, namely #KerenTanpaNyampah. which is supported by the Bring Back Our Bottles program, which has been carried out since 2008. The opening of branches by The Body Shop in every corner of the world as well as Indonesia, shows that The Body Shop has high product performance, so that it can create repeat product purchases. These actions are carried out as a challenge to improve the quality of business, increase sales as well as to fulfill the needs of natural and environmentally friendly cosmetics for consumers. This is evident based on the Top Brand Award in 2019-2023 The Body Shop achieved the highest score compared to other products. One of the achievements of the award can be achieved by the repurchase intention of The Body Shop customers themselves. The company in the long run will continue to benefit is the activity of repurchasing intentions for products from a brand. With consumers making continuous purchases of the same brand, it will generate profits for the company (Nugroho & Indriani, 2021). Consumers who are aware of the benefits of a product will certainly make repeat purchases (Situmorang et al, 2021). Several factors that can increase repeat purchases are green brand image, green brand attitude, and green brand trust.

Based on this background, the problem formulation is whether green brand image has a positive effect on green repurchase intention? Does green brand attitude have a positive effect on green repurchase intention? Does green brand trust have a positive effect on green repurchase intention? In addition, the results of this study can also be used as a reference or input for The Body Shop to increase repeat purchases.

## **2. LITERATURE REVIEW AND HYPOTHESIS**

### **The Link Between Green Brand Image and Repurchase Intention**

Green Brand Image or an environmentally friendly brand image can have a positive effect on repurchase intentions that are also environmentally friendly, which is referred to as green repurchase intention. Consumers who have a positive perception of an environmentally friendly brand image tend to have the intention to continue to buy products or use services that support sustainable practices (Suci, 2023). Brand image is a valuable asset for every company, and companies will continue to strive to build and maintain their brand image. Brand image is not just about visual identity and brand name, it also includes reputation, values, and consumer perceptions of the company (Roostika, 2012). Thus, companies that want to succeed in the long run often focus on building a positive brand image that includes concern for environmental sustainability as one of the important aspects. This helps them achieve their business goals and gain support from consumers who are increasingly considering the environmental impact of their purchases (Istantia et al., 2016).

An environmentally friendly brand image can positively influence green repurchase intention, which describes consumers' intention to continue to repurchase products or use services that are sustainable and support environmental issues. Brands that successfully build this image can expect higher levels of repurchase intentions from consumers who care about the environment (Yahya, 2022). Research conducted by Huang et al (2019), Cuong (2022), and Bhakuni et al (2021) shows the results of research that green brand image has a positive effect on repurchase intention. So that the resulting hypothesis is as follows:

H1 : Green brand image has a positive effect on green repurchase intention.

### **The Link Between Green Brand Attitude and Repurchase Intention**

A positive attitude towards environmental practices and environmentally friendly products can have a positive effect on green repurchase intention, which is the intention of consumers to continue to buy environmentally sustainable products. According to Ajzen (1985) attitude is a key element in predicting individual behavior. Green brand attitudes which include favorable or

unfavorable assessments of sustainable behavior play an important role in shaping their purchasing decisions. Consistency between positive attitudes towards environmental issues and sustainable purchasing behavior is important, and this reflects the understanding that consumers seek to integrate their personal values with their consumption decisions. This creates congruence between what they believe to be true (concern for environmental sustainability) and the actual actions they take (repurchase of environmentally friendly products) (Siaaputra & Isaac, 2020).

Positive green brand attitudes towards environmental issues can have a positive effect on green repurchase intention, which reflects consumers' intention to consistently buy environmentally sustainable products. This is important in a business environment that is increasingly concerned with environmental issues, and brands that can understand and meet these consumer expectations will gain greater support from the market (Apriliani & Aqmala, 2021). Research conducted by Liao et al (2020) and Fadhli et al (2021) shows that green brand attitude affects repurchase intention. So that the resulting hypothesis is as follows:

H<sub>2</sub> : Green brand attitude has a positive effect on green repurchase intention.

### The Link Between Green Brand Trust and Repurchase Intention

Green brand trust is a belief that motivates them to depend on a brand, product, or service based on expectations or beliefs stemming from environmental performance, reliability, and good acts (Chen & Chang, 2013). When customers receive comprehensive and copious information regarding the advantages of the product, they may grow to trust it. Purchase decisions made by consumers are significantly influenced by this trust (Kaveh et al., 2012). Customers are more inclined to buy eco-friendly products again if they have greater faith in the product.

Consumers who have a high level of trust in environmentally friendly products will be more likely to continue to buy products or use services from these products, which in turn can help maintain and strengthen the product's commitment to environmental sustainability. Research conducted by Tandon et al (2020) that customer's trust has a positive effect on repurchase intention. So that the resulting hypothesis is as follows

H<sub>3</sub>: Green brand trust has a positive effect on green repurchase intention.

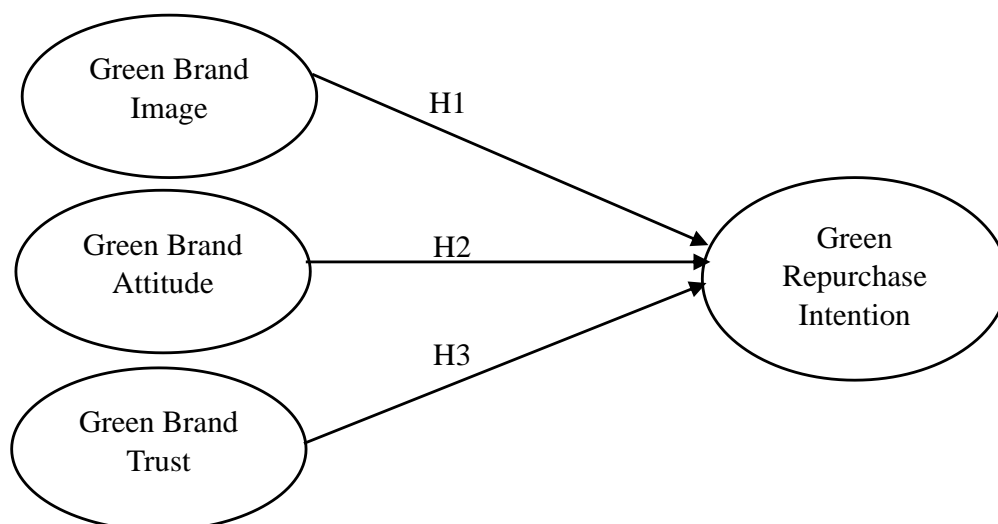


Figure 1: Research Conceptual Framework

### 3. METHODS

The aim of this research is to investigate the potential positive effects of a green brand image, green brand attitude, and trust on repurchase intention at The Body Shop. Repurchase intention is the dependent variable, and the independent factors are green brand attitude, green brand trust, and green brand image. Customers who have already utilised items from The Body Shop are the target market. A sampling technique based on predetermined criteria is called purposeful sampling. Providing the most correct information is the aim (Suliyanto, 2018). People who have at least once bought items from The Body Shop meet the study's requirements. The Lemeshow formula,  $n = Z^2.P(1-P)/d^2$ , is used to determine the sample size. Here,  $z = 95\%$  confidence level = 1.96,  $p = \text{maximum estimate} = 50\% = 0.5$ , and  $d = \text{alpha} (0.05)$  or error = 5% are the values that are used. Kock and Hadaya (2018) state that sampling can range from 160 to 300, hence 214 respondents were included in the sample for this investigation.

Each questionnaire item in this study was rated on a five-point Likert scale: 1 represents severely disagree, 2 represents disagree, 3 represents neutral, 4 represents agree, and 5 represents highly agree. Google Forms, which was also vetted according to specific standards, was used to distribute the questionnaire survey. Next, with the help of the SmartPLS 4.0 programme, the data was examined statistically using the partial equation least squares structural model (PLS-SEM). Scale development is the cause of every aspect of eco-brand image, consumer attitude, customer trust, and repurchase intention. Additionally, validity and reliability of the research findings were assessed at the measurement model stage (inner model).

### 4. RESULT AND DISCUSSION

#### Result

Bagian Most respondents in this study are women who work as private employees. The age of respondents who best represent this research is 27 - 42 years old with a percentage of 48% and most of them live in Tangerang with an average of 43% or 92 respondents. A total of 116 respondents (54%) are employees, with an average income of Rp 5,000,000 - <Rp 10,000,000 (58%). Respondents who filled out the questionnaire, are respondents who have purchased The Body Shop products at least once in the last 1 year. In the psychographic and behavioral profile, we can see how many respondents buy The Body Shop products in one month. A total of 104 respondents (49%), have purchased The Body Shop products 2 times in 1 month.

**Table 1. Demographic Profile of Respondents**

<b>Demographic Profile</b>	<b>n</b>	<b>%</b>
<b>Gender</b>		
<b>Male</b>	59	28%
<b>Female</b>	155	72%
<b>Age</b>		
<b>15 - 26</b>	86	40%
<b>27 - 42</b>	102	48%
<b>43 - 58</b>	25	12%
<b>&gt;58</b>	1	0%
<b>Monthly Income (IDR)</b>		
<b>&lt; 5.000.000</b>	28	13%
<b>5.000.000 - 10.000.000</b>	124	58%
<b>10.000.000 - 15.000.000</b>	24	11%

<b>15.000.000</b>	- 8	4%
<b>&lt;20.000.000</b>		
<b>&gt;20.000.000</b>	9	4%
<b>Not Yet Earning</b>	21	10%
<b>Occupation</b>		
<b>Student</b>	57	27%
<b>Private Employees</b>	83	39%
<b>Civil Servants</b>	33	15%
<b>Self-employed</b>	34	16%
<b>Others</b>	7	3%
<b>Educational Backgrounds</b>		
<b>Senior High School</b>	48	22%
<b>Diploma</b>	35	16%
<b>Bachelor</b>	111	52%
<b>Master</b>	13	6%
<b>Others</b>	7	3%
<b>Domicile</b>		
<b>Jakarta</b>	65	30%
<b>Bogor</b>	24	11%
<b>Depok</b>	14	7%
<b>Tangerang</b>	92	43%
<b>Bekasi</b>	16	7%
<b>Others</b>	3	1%
<b>Psychographic and Behavioral Profiles</b>		
<b>In the last month, how many times have you purchased The Body Shop products?</b>		
<b>Once</b>	56	26%
<b>Twice</b>	104	49%
<b>More than twice</b>	54	25%

Source: Data Processing Results (2023)

### Measurement Model

PLS-SEM analysis is first applied to the external model to evaluate the degree of fit of an object to its hypothetical model (Hamid et al., 2017). Then, this external framework is investigated by testing unidirectional predictive relationships between hidden concepts and observable indicators (Hair et al., 2011). The use of this external framework is essential to evaluate reliability and validity. The results of validity tests make an important contribution to improving understanding of the quality of the metrics used (Hair et al., 2010). In addition, the measured variables must meet high standards in terms of validity and reliability so that correlations in the structural model can be evaluated as significant (Fornell et al., 1981). Validity testing involves measuring various parameters such as average variance extracted (AVE), loading factor, and discriminant analysis. An instrument is considered valid if the recommended loading factor value is greater than 0.50, and the discriminant validity test is used to assess the relationship between indicators with a recommended value of around 0.70 (Sugiyono, 2015). Furthermore, the reliability test is measured using Composite Reliability (CR), where the CR value must exceed 0.7 to ensure the reliability of the instrument used (Sekaran & Bougie, 2016).

Table 2. Evaluation of Measurement Models

Constructs and Items		Outer Loading
<b>Green Brand Image/GBI (AVE= 0.655, CR = 0.883 )</b>		
<b>GBI 1</b>	The Body Shop is known by many people.	0,870
<b>GBI 2</b>	The Body Shop's environmental reputation is outstanding.	0,801
<b>GBI 3</b>	The Body Shop brand is easy to remember.	0,817
<b>GBI 4</b>	The Body Shop's environmental commitment is credible.	0,744
<b>Green Brand Attitude / CA (AVE = 0.650, CR = 0.903)</b>		
<b>GBA 1</b>	I am willing to pay more for The Body Shop's eco-friendly products.	0,797
<b>GBA 2</b>	I can easily find eco-friendly products at The Body Shop.	0,828
<b>GBA 3</b>	I like the promotion on The Body Shop's eco-friendly products.	0,826
<b>GBA 4</b>	I like the environmentally friendly packaging of The Body Shop products.	0,847
<b>GBA 5</b>	I would recommend The Body Shop products to friends or family.	0,728
<b>Green Brand Trust / CT (AVE = 0.611, CR = 0.887)</b>		
<b>GBT 1</b>	I think the environmental reputation of The Body Shop's products is generally reliable.	0,774
<b>GBT 2</b>	In my opinion, the environmental performance of products from The Body Shop is generally reliable.	0,800
<b>GBT 3</b>	I believe that products from The Body Shop are made from quality ingredients.	0,745
<b>GBT 4</b>	I believe that The Body Shop runs an environmentally friendly business practice.	0,835
<b>GBT 5</b>	I believe The Body Shop produces products that are safe to use.	0,751
<b>Green Repurchase Intention/GRI (AVE= 0.620, CR = 0.867)</b>		
<b>GRI 1</b>	I will use The Body Shop's eco-friendly products again in the future.	0,711
<b>GRI 2</b>	I plan to repurchase products from The Body Shop because of its support for eco-friendly practices.	0,824
<b>GRI 3</b>	I tend to buy products from The Body Shop because they prioritize natural ingredients.	0,811
<b>GRI 4</b>	With today's changing environment, I still use eco-friendly products from The Body Shop.	0,797
<b>Description: AVE=average variance of extracted; CR=composite reliability</b>		

Every item in Table 2 has a loading factor value greater than 0.7. Following processing, the loading factor value was less than 0.7, which led to the deletion of three items. Subsequently, the computation results clarify that the AVE value falls between 0.611 and 0.655. In the same way, the outer loading value falls between 0.711 and 0.870. As a result, all factor loading values are over 0.7, which indicates that these items are dependable and legitimate, according to Hair et al. (2019). The computation of composite reliability is another method used in reliability testing. According to Hair et al. (2014), the computation results show a composite reliability value between 0.883 and 0.903, meeting the minimum criteria. Given that the root AVE value is higher

than the correlation value between the variables, Table 3 below demonstrates that the discriminant validity test has been passed.

**Table 3. The Fornel-Larcker Criteria**

	<b>GBA</b>	<b>GBT</b>	<b>GBI</b>	<b>GRI</b>
<b>GBA</b>	0,806			
<b>GBT</b>	0,798	0,782		
<b>GBI</b>	0,757	0,735	0,809	
<b>GRI</b>	0,536	0,572	0,590	0,787

**Sources:** Data processing results (2023)

### Structural Model

After testing the measurement model, this study tested the structural model. The results of structural testing are presented in the following table.

**Table 4. The Evaluation of R-square (R )<sup>2</sup>**

<b>Endogenous Construct</b>	<b>R Square</b>
<b>Green Repurchase Intention</b>	0,573

Table 4 indicates that the green repurchase intention variable has an R-square value of 0.573. According to Henseler et al. (2009), strong, medium, and weak values are indicated by R values of 0.75, 0.50, and 0.25. Table 4 displays the computed value of 0.573, indicating that the model is classified as medium. The computation findings show that 57.3% of the green repurchase intention construct is explained by the consumer's attitude, trust, and perception of the green brand, with the remaining 42.7% being explained by constructs not included in this study. The purpose of the subsequent test is to determine whether the research model has a collinearity issue. A maximum value of 5.0 is designated as the variance inflation factor (VIF) limit value. Hair et al. (2014) state that a collinearity issue exists if the VIF value is more than 5.0.

**Table 5. Evaluation of Collinearity**

<b>Construct</b>	<b>VIF</b>
<b>Green Brand Image</b>	3,334
<b>Green Brand Attitude</b>	3,095
<b>Green Brand Trust</b>	2,628

Table 5 demonstrates that the model's VIF value is less than 5.0. Thus, it may be said that the model has no collinearity. The outcomes of data processing can be utilised to address the study's hypothesis, based on the previously completed data processing. The t-value and p-statistic show the results of the hypothesis test. If the one-tailed test yields a t-value > 1.65 or a p-value <0.05, the hypothesis can be considered supported. All of the study's hypotheses are supported, according to Table 6's results of the hypothesis test.

### Hypothesis Test Results

<b>Hypothesis</b>	<b>Standardized Path Coefficient</b>	<b>t-value</b>	<b>p-value</b>	<b>Decision</b>
<b>H1: Green brand image has a positive effect on green repurchase</b>	0,143	3,879	0,000	Supported

<b>intention.</b>				
<b>H2: Green brand attitude has a positive effect on green repurchase intention.</b>	0,271	1,847	0,036	Supported
<b>H3: Green brand trust has a positive effect on green repurchase intention.</b>	0,349	1,925	0,027	Supported

### Discussion

Customers of The Body Shop who had at least one purchase from the store were the ones chosen for this survey, which was conducted with their consent. 214 of the samples that were chosen for this investigation are thought to have satisfied the sampling requirements. The findings supported the acceptance of the first hypothesis (H1), which states that green brand image positively influences green repurchase intention. The fact that the t-value of  $3.879 > 1.65$  and the p-value of 0.000 are less than the significance level that the researcher established ( $\alpha = 0.05$ ) is indicative of this. This study supports earlier research by Nugrahanti & Muchsin (2022), which found that green repurchase intention is positively influenced by green brand image. If customers are pleased with the performance and value of green products, they are more inclined to buy them again. According to Alamsyah et al. (2017), the performance evaluation takes into account the following factors: the degree of brand differentiation from competing brands; the degree of company reputation as a green product creator; the degree to which the company performs well in producing green products; the degree to which the company pays attention to green products; and the degree of customer trust in the company (Yu-shan Chen, 2010). The study's findings are corroborated by research by Alamsyah et al. (2017), which indicates that customers are more likely to repurchase a product if the company's brand image is positive.

The test results on the second hypothesis (H2) that green brand attitude has a positive effect on green repurchase intention are also accepted. This is evidenced by the t-value of  $1.847 > 1.65$  and has a p-value of 0.036, smaller than the significance level set by the researcher ( $\alpha = 0.05$ ). Consumers who have a positive attitude towards products that focus on sustainability and the environment tend to consider and continue purchasing these products in the future. This research is in line with Aisyah et al., (2023), which states that attitudes towards environmentally friendly products have a major impact on their intention to repurchase these products in the future or not.

The results of the third hypothesis test (H3) show that green brand trust has a positive impact on green repurchase intention. As evidence, the t-value of 1.925 is greater than 1.65 and the p-value is 0.036, which is lower than the researcher's significance level ( $\alpha = 0.05$ ). In this case, consumers' level of trust in the green advertised product affects their propensity to repurchase the product. When a product is reliable and fulfils its promised functions and advantages, trust is highly assured. Therefore, green products should be able to deliver on their promise to protect the environment. In the modern world, trust is observed to influence purchase intent as customers are ready to leave companies that do not fulfil promises. Credibility is a key



component of green marketing as consumer trust is essential for forming confidence in a brand, which results in greater purchase intent. Green brand trust has a positive impact on green repurchase intention (Chen & Chang, 2012, 2013).

## **5. CONCLUSIONS**

Based on the results of data analysis and discussion above, it can be concluded that green brand image has a positive effect on green repurchase intention. In addition, green brand attitude has a positive effect on green repurchase intention. Finally, green brand trust has a positive effect on green repurchase intention.

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