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Original Article

Green Marketing Appeal and Brand Image to Consumer Purchase Intention: A Study of the Body Shop in Medan City

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Abstract

The cosmetics industry worldwide has seen a remarkable expansion in tandem with a rise in consumer consciousness regarding environmental concerns and a desire for eco-friendly products. The Body Shop has emerged as a leading cosmetic brand owing to its dedication to sustainability and a compelling brand identity. This study seeks to investigate the impact of eco-friendly marketing and brand perception on consumer intent to purchase, both individually and collectively. The research methodology adopted is quantitative in nature, employing an associative approach. Information was gathered from a sample of 100 individuals who use products from The Body Shop in Medan City through purposive sampling. Statistical analysis was carried out using multiple linear regression with the aid of SPSS software. Findings shows that green marketing has a positive and significant effect on purchase intention (t-value = 5.214; sig. = 0.000 < 0.05; coefficient = 0.691). Conversely, brand image does not have a significant effect (coefficient = 0.114). Simultaneously, both variables significantly influence purchase intention with an adjusted R^2 value of 33%, while the remainder is influenced by other factors outside this research. These findings demonstrate the importance of green marketing strategies in shaping consumer purchasing decisions in the sustainable cosmetics sector.

Keywords: Brand Image, Cosmetics Industry, Green Marketing, Purchase Intention, The Body Shop.

1. Introduction

The beauty sector is experiencing rapid growth on a global scale, driven by increasing awareness of the importance of self-care and appearance. This industry encompasses various products, from skincare, hair care, cosmetics, to perfumes, and is supported by technological innovation and ever-changing beauty trends. Major companies like L'Oréal and Estée Lauder dominate the global market (Goodstarts.id, 2023), but there are also many independent brands that have successfully attracted consumer attention with natural, organic, or sustainability-based products. Today's consumers tend to be more aware of the ingredients used in beauty products, driving demand for environmentally friendly and ethical products.

Based on data from Tirto.id (2023), cosmetic sales in Indonesia are increasing every year. This growth is driven by factors such as increasing urbanization, awareness of the importance of self-care, and product innovation in the beauty field. Beauty influencers on social media play a role in driving consumer interest and purchasing decisions. Additionally, the green beauty and clean beauty trends that focus on natural, environmentally friendly, and sustainable products are increasingly in demand by consumers.

Skincare products will continue to experience increases, thus generating large profits. The skincare with the largest profits is facial skincare. In 2022, skincare profits are projected

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to reach US$1.17 billion or Rp18.4 trillion (Statista, 2024). Data from Databoks (2021) shows the level of interest of the younger generation, namely Gen Z and Gen Y, in environmental issues, with more than 80% of Gen Z respondents and around 70% of Gen Y showing high interest. The low percentage of respondents who are not interested indicates that awareness and concern for environmental problems are increasing among the younger generation. This is very relevant to The Body Shop, which is known as a pioneer of sustainability and social responsibility in the beauty industry. This brand has long prioritized products based on natural ingredients and not tested on animals.

With increasing use of cosmetic products, waste from these products also increases. Beauty industry waste in Indonesia contributes 6.8 million tons of plastic waste annually, and 70 percent of it is still not properly processed (Kompas.id). Unlike The Body Shop, which has marketing campaigns that emphasize sustainability values such as Bring Back Our Bottle, The Body Shop has successfully attracted the attention of young consumers who care about the environment, thus strengthening its position as an ethical and responsible brand in meeting market needs and expectations that increasingly prioritize environmental issues.

Established in Brighton, England in 1976 by Anita Roddick, The Body Shop was a trailblazer in promoting the idea of eco-friendly beauty products that prioritize both efficacy and sustainability. The Body Shop has always been committed to environmental issues and became the first beauty brand to fully commit to sustainable programs (Kompas, 2022). This brand is known for using ethically sourced natural ingredients and campaigns against animal testing of products. Additionally, The Body Shop engages in a range of social efforts, including backing fair trade and empowering local communities through the Community Trade initiative. With various products covering skincare, hair care, and cosmetics, The Body Shop has successfully attracted the attention of global consumers who care about environmental and social issues. By continuously updating their products and utilizing strategic marketing techniques, this brand remains at the forefront of the sustainable beauty sector by staying in tune with market demands and customer preferences.

The connection between green marketing and brand image is vital in influencing how consumers view a brand. Hawkins and Mothersbaugh (in (Hendra et al., 2023)) highlight that green marketing refers to strategies used to promote environmentally-friendly products, which may include altering the products themselves, adjusting manufacturing practices and packaging, and even revising advertising techniques. As revealed by Hendro & Keni (2020), brand image refers to perceptions in consumer memory of a company and various offerings from the company. With increasing public awareness of environmental issues, The Body Shop implements effective green marketing strategies, strengthening its brand image as a responsible entity that cares about sustainability. As noted by Wahyuni (2023), each person's purchasing behavior toward something can be influenced by several factors, one of which is influenced by brand image. Thus, green marketing not only functions as a marketing strategy for The Body Shop, but also as a powerful tool for molding and enhancing a favorable brand perception and influencing consumer intent to buy.

Numerous past research studies have looked into how green marketing and brand image impact consumers' desire to buy products from The Body Shop, but there is a lack of research specifically focusing on Medan City. Being one of Indonesia's biggest cities, Medan City has distinct demographic and cultural traits that can sway consumer attitudes towards eco-friendly items. With increasing public awareness of environmental and sustainability issues, it is important to understand how The Body Shop's green marketing and brand image resonate with consumers in this region. More in-depth research on these factors can provide valuable insights for company marketing strategies in Medan City, as well as help strengthen The Body

Shop's position in meeting local consumer expectations and needs. Hence, the aim of this study is to fill the existing gap in research by providing a more thorough understanding of the influence of green marketing and brand image on consumer buying habits in the city of Medan.

The urgency of this research is very significant, considering the increasingly high consumer awareness of environmental and sustainability issues in their product consumption choices. The Body Shop, recognized for its dedication to eco-friendly practices and ethics, offers valuable insights into how green marketing tactics and brand perception impact consumer buying decisions. This study has the potential to help businesses create better marketing strategies, as well as identifying factors that encourage consumers in Medan City to choose products that align with sustainability values.

This research was conducted to examine how environmentally-focused marketing strategies and brand reputation affect consumer purchasing decisions for The Body Shop products in Medan City, drawing from existing scholarly work. The investigation centers on three primary inquiries: the relationship between eco-friendly marketing approaches and buying intentions, the connection between brand image and consumer purchase decisions, and the combined effect of these factors on The Body Shop customer behavior in Medan City.

The study seeks to analyze how each factor influences purchasing intentions, examining both individual and combined effects. The objective is to generate meaningful findings applicable to both theoretical and practical contexts. For academic researchers, this investigation serves as a vehicle to broaden understanding and apply theoretical knowledge gained through educational pursuits. The Body Shop's Medan operations expect to leverage these research outcomes to refine their promotional approaches.

Additionally, the Business Administration Study Program anticipates utilizing this research as supplementary material and direction for developing future investigations in related academic areas. The study represents a comprehensive approach to understanding consumer behavior in the context of sustainable marketing practices and brand positioning within the Indonesian market.

2. Literature Review

2.1. Marketing

Marketing is a key company activity in maintaining business continuity by establishing direct relationships with consumers (Rambe & Aslami, 2022). Seran et al. (2023) refer to marketing as a managerial process to meet individual or group needs through the exchange of valuable products. McCarthy (in Arissaputra et al. (2023)) emphasizes the role of planning and implementing product, price, promotion, and distribution strategies, while Siregar & Nasution (2023) state that marketing encompasses a series of integrated activities. Generally, marketing is a strategic company process in introducing and adapting products to consumer needs and desires (Piranda et al., 2022).

Kotler & Armstrong (Effendi et al., 2022) define the marketing concept as incorporating six different strategies. These include: (1) Production concept, which emphasizes efficient production and widespread distribution; (2) Product concept, which focuses on quality and creativity; (3) Selling concept, which prioritizes forceful sales techniques; (4) Marketing concept, which centers around meeting consumer needs; (5) Societal marketing concept, which looks at the overall well-being of consumers and society; and (6) Holistic marketing concept, which stresses the unity of all business elements to reach shared objectives.

2.2. Consumer Behavior

Consumer behavior refers to a sequence of actions involving the exploration, procurement, utilization, and assessment of goods or services in order to fulfill requirements (Mauludin, 2022). This involves decision-making processes influenced by attitudes, knowledge, emotions, and experiences (Ardani, 2022; Siregar & Nasution, 2023a). In essence, consumer behavior reflects how individuals or groups make purchasing decisions consciously or unconsciously. Factors influencing consumer behavior according to Nugraha et al. (2021) include: (1) Culture, namely values and norms formed from social environment; (2) Social, such as influences from family, friends, and reference groups; and (3) Personal, which includes age, occupation, lifestyle, and individual personality.

2.3. Green Marketing

Green marketing focuses on promoting sustainability and well-being for both the environment and individuals. Hendra et al. (2023) point out that this practice is used to improve company image and respond to consumer demand for environmentally friendly products. Elgazzar & Fouda (in Silitonga et al. (2023)) add that green marketing involves recycling, energy efficiency, and use of sustainable resources.

Further, Hendra et al. (2023) highlight that green marketing encompasses four main components: green product, namely products designed considering environmental impact, using environmentally friendly materials, and produced sustainably; green price, namely pricing that considers environmentally friendly production costs and provides added value for consumers, including premium pricing strategies or discounts for green products; green space pertains to the strategic placement of retail outlets in eco-friendly ways that promote the availability of sustainable goods; and green promotion, namely promotional strategies that highlight environmental advantages of products through campaigns, open communication, and participation in social activities that support sustainability.

2.4. Brand Image

Consumers form their perception of a brand by recollecting the attributes, benefits, uses, and characteristics associated with it (Firmansyah & Mahardhika, 2018; Hendro & Keni, 2020). Firmansyah (2019) adds that the perception of a brand is a reflection of how consumers perceive and react to it visually or audibly. Positive image encourages purchase likelihood and becomes a foundation in building company reputation. Strong brand image creates a unique position that reflects the brand's main advantages. Amid intense competition, brand image becomes a determinant when similar products meet consumer needs equally.

According to Boush and Jones (in Firmansyah (2019)), brand image has several important functions, such as market entry gate, source of product added value, company value storage, and strength in distribution channels. Keller (in Firmansyah (2019)) adds that brand image also functions as a product identification tool, legal protection, quality signal, unique association formation, source of competitive advantage, and supporter of future financial returns. Biel (in Firmansyah (2019)) mentions three main brand image indicators: corporate image, namely consumer perception of the company; user image, namely perception of product user characteristics; and product image, namely perception of the product itself.

2.5. Purchase Intention

Purchase intention is part of the behavioral component in the consumption process, which reflects a person's tendency to take purchasing action before the final decision is made (Kurniawan, 2020; Sari, 2020). Kinnear and Taylor (in Kurniawan, 2020) refer to it as the initial stage before buying behavior actually occurs. Milansari et al. (2021) add that purchase

intention reflects individual desire to choose and buy products considered capable of meeting their needs. Gunawan & Arianty (2021) highlights that purchase intention is hidden and can only be known through actual actions. Meanwhile, Zulfiqry (2021) emphasizes that buying decisions result from complex cognitive processes, including consumer drives or motivations. Isniawati & Jalari (2021) see purchase intention as mental recognition of the desire to buy certain products, by considerations and preferences toward brands. Purbohastuti & Hidayah (2020) mention that four key indicators are used to assess the intent to buy something: the desire to make a purchase, the desire to recommend to others, a strong preference for specific products, and the desire to gather more information about products of interest.

2.6. Previous Research

A number of earlier research studies mentioned in this thesis explore different elements that impact a consumer's intention to buy and decisions regarding making a purchase. Irawanti (2024) studied the impact of brand perception, customer experience, and influencer endorsements on buying choices by using the intention to buy as a mediator. The results show that only brand experience directly influences purchasing decisions and purchase intention, while purchase intention does not directly influence purchasing decisions but serves as a mediating variable. Nugraha (2019) examined the impact of brand perception and retail environment on customer loyalty, considering the role of digital marketing in between. This research shows that all variables have positive influence, and online promotion plays an important role in strengthening these relationships.

Tamrin (2023) examined the impact of influencer marketing, environmental marketing, and brand perception on the likelihood of consumers purchasing Avoskin products. The results show that all three variables significantly influence purchase intention both partially and simultaneously. Gunawan & Arianty (2021) studied the influence of product quality and price on catfish UMKM consumer purchase intention during the pandemic, with results that both significantly influence both partially and simultaneously. Meanwhile, Zulfiqry (2021) studied the impact of how customers perceive the quality of a product, its price, and the promotional activities on their intention to make a purchase during Shopee's 12.12 flash sale. All variables have positive and significant influence, with promotion as the dominant factor. Finally, Budianto (2022) explored the influence of environmentally-friendly marketing on the brand perception and shopping preferences of Aqualife customers was examined. The results suggest that both sustainable marketing practices and brand reputation are crucial factors in shaping consumer buying choices. Additionally, green marketing indirectly influences decision-making through brand image.

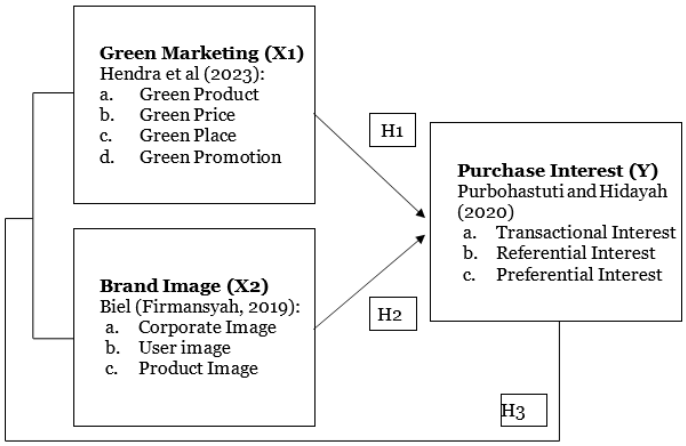

Figure 1. Research Framework
Source: Author's, 2024

Ha1: There is a positive and significant influence of green marketing strategy on consumer purchase intention for The Body Shop products in Medan City.
Ho1: There is no positive and significant influence of green marketing strategy on consumer purchase intention for The Body Shop products in Medan City.
Ha2: There is a positive and significant influence of brand image strategy on consumer purchase intention for The Body Shop products in Medan City.
Ho2: There is no positive and significant influence of brand image strategy on consumer purchase intention for The Body Shop products in Medan City.
Ha3: There is a positive and significant influence of green marketing and brand image strategies on consumer purchase intention for The Body Shop products in Medan City.
Ho3: There is no positive and significant influence of green marketing and brand image strategies on consumer purchase intention for The Body Shop products in Medan City.

3. Methods

3.1. Research Type

This research utilizes a quantitative associative approach to examine the connection between different variables, focusing specifically on the impact of green marketing (X1) and brand image (X2) on purchase intention (Y).

3.2. Population and Research Sample

This research focuses on individuals residing in Medan City who have made purchases of The Body Shop products. The exact size of this demographic is not definitively known. The sampling technique used is nonprobability sampling with a purposive sampling strategy. The criteria for sample selection are as outlined below:

a. Residents of Medan City
b. Minimum age of 17 years
c. Have made purchases of The Body Shop products

Sample size determination uses the Cochran formula:

$$n = \frac{z^2pq}{e^2}$$

Where:
n = Sample size
z = Standard value from normal distribution table Z (1.96 with 5% deviation)
p = Proportion value (0.5 because unknown)
q = 1 - p
e = Sample error level 10% (0.1)

$$n = \frac{1{,}96^2 \times 0{,}5 \times (1-0{,}5)}{0{,}1^2}$$
$$n = 96{,}04$$

Based on calculations, the sample size is rounded to 100 respondents.

3.3. Concept Definitions

Table 1. Concept Definitions

Variable	Definition	Indicators	Scale
Green Marketing (X1)	Green marketing involves the strategic promotion of goods and services, prioritizing environmental sustainability and human well-being.	a. Green product, b. Green price, c. Green place, d. Green promotion (Hendra et al., 2023)	Likert
Brand Image (X2)	The idea of brand image pertains to the beliefs and feelings that customers connect with a specific brand. A favorable image of a brand enhances the likelihood of consumers engaging in purchasing behavior.	a. Corporate Image b. User Image c. Product Image (Firmansyah, 2019)	Likert
Purchase Intention (Y)	Purchase intention is the desire or readiness of a person to buy a product to meet their specific needs.	a. Transactional interest b. Referential interest c. Preferential interest d. Exploratory interest (Purbohastuti & Hidayah, 2020)	Likert

3.4. Data Collection Techniques

The study utilizes a mixture of primary and secondary data gathering techniques. The primary information is acquired by distributing surveys to customers of The Body Shop products in Medan City. The secondary data is obtained through a thorough review of literature, past research findings, and relevant information sourced from the internet.

3.5. Variable Measurement Scale

The study implements a Likert scale to measure variables, as outlined by Sugiyono (2017), in order to evaluate the viewpoints, beliefs, and understandings of people or groups towards societal occurrences. The variables being assessed are categorized into dimensions, sub-variables, and indicators, which serve as the foundation for developing instrument items in the form of questions or statements that respondents are required to answer. Respondents are anticipated to give feedback using a scale that goes from 1 (completely disagree) to 5 (completely agree).

3.6. Data Analysis Techniques

3.6.1. Instrument Testing

a. Validity Test

Validity refers to the degree of correspondence between observed data from research subjects and the information reported by investigators (Sugiyono, 2017). Using a significance threshold of $\alpha = 0.005$, the r-table for a sample size with degrees of freedom (df) calculated as $n-2 = 98$ equals 0.1966. The evaluation process follows established criteria: data is considered valid when the r-value surpasses the r-table and the significance level remains below 0.05. In contrast, data is classified as invalid when the r-value is lower than the r-table and the significance level is above 0.05.

b. Reliability Test

A reliability test is carried out to assess the consistency of a measuring tool. If the alpha value is higher than 0.60, it indicates that the instrument is reliable.

3.6.2. Classical Assumption Tests

1) Normality Test

This research employed normality testing through Kolmogorov-Smirnov analysis, histogram visualization, and P-Plot visualization. The assessment criteria are established as follows: when the significance value falls below 0.05, the sample distribution is classified as non-normal; conversely, when the significance value is above 0.05, the sample distribution is regarded as normal.

2) Multicollinearity Test

In this study, the presence of multicollinearity is assessed through Tolerance and VIF techniques. When the Tolerance value is greater than 0.10 and the VIF is less than 10, a model is believed to be free from signs of multicollinearity.

3) Heteroscedasticity Test

According to Sahir (2021), the objective of heteroscedasticity testing is to assess whether variance differences exist among the residuals across observations. This study employs the Glejser Test approach to examine heteroscedasticity by performing regression analysis between independent variables and the absolute residual values derived from dependent variables. When the significance value for each independent variable against the absolute residual value exceeds 0.05, the regression model is considered free from heteroscedasticity issues.

3.6.3. Multiple Linear Regression Analysis

Purwadi in Nababan (2022) stated that multiple linear regression is one effective method in solving estimation cases. Padilah and Adam in Nababan (2022) opined that multiple linear regression is a technique used to examine the relationships between one outcome variable and several predictor variables.

$$Y = a + b_1X_1 + b_2X_2 + e$$

Where:

Y = Purchase Intention
a = Constant
b_1, b_2 = Regression Coefficients
X_1 = Green Marketing
X_2 = Brand Image
e = Standard Error

3.6.4. Hypothesis Testing

1) Partial Significance Test (T Test)

Referring to Sahir (2021), the t-test is utilized to evaluate how each separate variable impacts the dependent variable in a limited capacity. The examination involves scrutinizing the t value obtained and comparing it to the t-table at a significance level of 0.05 with degrees of freedom set at 97, resulting in a t-table value of 1.984.

Decision criteria:

a. If t-value > t-table and significance < 0.05, then H_0 is rejected (significantly influential).
b. If t-value < t-table and significance > 0.05, then H_0 is accepted (not significantly influential).

2) Simultaneous Significance Test (F Test)

F test is used to determine simultaneous influence of independent variables on dependent variable by looking at F value and significance in ANOVA table.

Decision criteria:

a. If F-value > F-table or significance < 0.05, then H_0 is rejected (significantly influential).

b. If F-value < F-table or significance > 0.05, then Ho is accepted (not significantly influential).

3) Coefficient of Determination Test (R^2)

Sahir (2021) stated that The R^2 value, also referred to as the coefficient of determination, measures how much the independent variables affect the variation in the dependent variable. A higher R^2 value, approaching 1, signifies a stronger model, while a lower value indicates a weaker one. SPSS software is utilized for all analysis to ensure precision in the results obtained.

4. Results and Discussion

4.1. Research Results

Table 2. Demographic Respondent

Category		Frequency	Percentage (%)
Gender	Male	26	26%
	Female	74	74%
Age	17–21 years	18	18%
	22–25 years	43	43%
	26–30 years	28	28%
	>30 years	11	11%
Total Usage	1–3 times	33	33%
	4–6 times	57	57%
	>6 times	10	10%
Purchase Store	Sun Plaza	15	15%
	Delipark Podomoro City	15	15%
	Center Point	14	14%
	Thamrin Plaza	14	14%
	Plaza Medan Fair	14	14%
	Cambridge City Square	14	14%
	Ring Road Citywalk	14	14%
Total		100	100%

Source: Data Processed, 2024

This research involved 100 respondents with female dominance (74%) and the most common age range of 22–25 years (43%). Most respondents use The Body Shop products 4–6 times per month (57%), showing fairly routine usage habits. Product purchases are evenly distributed across seven main shopping centers in Medan City, such as Sun Plaza and Delipark, indicating wide distribution reach and accessibility of this brand.

4.1.1. Data Analysis

1) Instrument Testing

a. Validity Test

Table 3. Validity Test Results

Variable	Statement	r-value	r-table	Remarks
Green Marketing (X1)	X1.1	0.592	0.196	Valid
	X1.2	0.456	0.196	Valid
	X1.3	0.673	0.196	Valid
	X1.4	0.681	0.196	Valid
	X1.5	0.490	0.196	Valid
	X1.6	0.470	0.196	Valid
	X1.7	0.679	0.196	Valid
	X1.8	0.697	0.196	Valid

Variable	Statement	r-value	r-table	Remarks
Brand Image (X2)	X2.1	0.461	0.196	Valid
	X2.2	0.658	0.196	Valid
	X2.3	0.656	0.196	Valid
	X2.4	0.628	0.196	Valid
	X2.5	0.532	0.196	Valid
	X2.6	0.619	0.196	Valid
Purchase Intention (Y)	Y.1	0.618	0.196	Valid
	Y.2	0.683	0.196	Valid
	Y.3	0.733	0.196	Valid
	Y.4	0.719	0.196	Valid
	Y.5	0.732	0.196	Valid
	Y.6	0.796	0.196	Valid
	Y.7	0.783	0.196	Valid
	Y.8	0.689	0.196	Valid

Source: Data Processed, 2024

The data in the table indicates that the r-values for the three variables - Green Marketing (X1), Brand Image (X2), and Purchase Intention (Y) - surpass the r-table of 0.196 at a significance level of 5%. Therefore, all instruments have been deemed appropriate for use in this study to assess every component.

b. Reliability Test

Table 4. Reliability Test Results

Variable	Cronbach's Alpha	Number of Items	Remarks
Green Marketing (X1)	0.736	8	Reliable
Brand Image (X2)	0.604	6	Reliable
Purchase Intention (Y)	0.855	8	Reliable

Source: Data Processed, 2024

Looking at the findings, all factors examined in this study show Cronbach's Alpha coefficients exceeding 0.6. This suggests that the survey instruments utilized to assess Green Marketing (X1), Brand Image (X2), and Purchase Intention (Y) are dependable and suitable for this research.

2) Classical Assumption Tests

a. Normality Test

Table 5. Kolmogorov-Smirnov Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	0.0000000
	Std. Deviation	3.74004044
Most Extreme Differences	Absolute	0.066
	Positive	0.066
	Negative	-0.047
Kolmogorov-Smirnov Z		0.066
Asymp. Sig. (2-tailed)		0.200[c,d]

a. Test distribution is Normal.
b. Calculated from data.

Source: Data Processed, 2024

The Kolmogorov-Smirnov analysis produced a result of 0.200, demonstrating that the research data follows a normal distribution pattern, as this value exceeds the standard 0.05 criterion commonly applied for assessing normality. The histogram visualization confirms normal data distribution, evidenced by the bell-shaped curve that displays no substantial deviation toward either the left or right extremes.

When data points exhibit wide dispersion and fail to follow the diagonal reference line in the P-P Plot visualization, the normal distribution assumption is violated. The analytical outcomes of this investigation reveal that data points in the P-Plot adhere to and trend along the diagonal reference line. Consequently, this evidence supports the conclusion that the research data exhibits normal distribution characteristics, as demonstrated through the Probability Plot or P-P Plot examination.

b. Multicollinearity Test

Table 6. Multicollinearity Test Results

Coefficients[a]						
Model		**Unstandardized Coefficients**		**Standardized Coefficients**	**Collinearity Statistics**	
		B	**Std. Error**	**Beta**	**Tolerance**	**VIF**
1	(Constant)	6.149	3.751			
	Green Marketing	0.691	0.133	0.540	0.632	1.582
	Brand Image	0.114	0.165	0.072	0.632	1.582

a. Dependent Variable: Purchase Intention

Source: Data Processed, 2024

Based on the data presented in the table, the Tolerance statistics for Green Marketing and Brand Image variables demonstrate values of 0.632, which exceed the 0.10 benchmark, whereas the VIF statistics show values of 1.582, remaining below the 10.00 threshold. These findings demonstrate the absence of multicollinearity concerns within the dataset, confirming that the regression model is appropriate and viable for implementation in regression analysis.

c. Heteroscedasticity Test

Table 7. Heteroscedasticity Test Results

Coefficients[a]						
Model		**Unstandardized Coefficients**		**Standardized Coefficients**	**T**	**Sig**
		B	**Std. Error**	**Beta**		
1	(Constant)	-3.546	2.109		-1.681	0.096
	Green Marketing	0.076	0.075	0.124	1.019	0.311
	Brand Image	0.165	0.093	0.216	1.779	0.078

a. Dependent Variable: ABS_Res

Source: Data Processed, 2024

The correlation between each independent variable and the absolute residual values is greater than 0.05, with the Green Marketing variable showing a value of 0.311 and Brand Image at 0.078. Therefore, it is reasonable to say that the heteroscedasticity test assumption is met by the regression model.

3) Hypothesis Testing

a. Partial Significance Test (T Test)

Table 8. T Test Results

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig
		B	Std. Error	Beta		
1	(Constant)	6.149	3.751		1.639	0.104
	Green Marketing	0.691	0.133	0.540	5.214	0.000
	Brand Image	0.114	0.165	0.072	0.694	0.489

a. Dependent Variable: Purchase Intention

Source: Data Processed, 2024

Based on T test results, it can be concluded that:

1. The analysis examining the connection between green marketing and purchase intention revealed a t-value of 5.214, surpassing the t-table threshold of 1.984, accompanied by a significance value of 0.000 below the 0.05 criterion. Furthermore, the positive regression coefficient of 0.691 reinforces the substantial influence of green marketing on purchasing decisions. Based on these results, hypothesis Ha1 receives empirical support.
2. The t-value for the association between brand image and purchase intention yielded 0.694, falling below the t-table threshold of 1.985. The corresponding significance value of 0.489 exceeded the 0.05 benchmark. While the regression coefficient maintained a positive value of 0.114, brand image demonstrates no statistically significant influence on purchase intention. Consequently, the second hypothesis (Ha2) is not supported by the data.

b. Simultaneous Significance Test (F Test)

Table 9. F Test Results

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig
1	Regression	723.948	2	361.974	25.355	0.000[b]
	Residual	1384.802	97	14.276		
	Total	2108.750	99			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), green marketing, brand image

Source: Data Processed, 2024

Based on the data analysis outcomes, the F-value of 25.355 exceeds the F-table value of 3.09, while the corresponding significance level of 0.000 falls below the 0.05 threshold. These statistical findings demonstrate that green marketing (X1) and brand image (X2) collectively influence purchase intention (Y).

c. Coefficient of Determination Test (R^2)

Table 11. Coefficient of Determination Test (R^2) Results

Model	R	R Square	Adjusted R Square	Std. Error ofthe Estimate
1	0.586[a]	0.343	0.330	3.778

a. Predictors: (Constant), green marketing, brand image

b. Dependent Variable: Purchase Intention

Source: Data Processed, 2024

Looking at the data analysis, we can observe that the R value is 0.586. This coefficient suggests a strong correlation between Green Marketing and Brand Image in influencing Purchase Intention. A higher R value indicates a more accurate model being utilized. The value of Adjusted R Square, indicating the correlation between Green Marketing and Brand Image with Purchase Intention, demonstrates that 33% of the variation in Purchase Intention can be attributed to these variables, leaving the remaining 67% affected by factors like consumer motivation, brand ambassadors, and other unexplored variables.

4.2. Discussion

4.2.1. The Influence of Green Marketing on Purchase Intention

After analyzing previously verified data from research, it is evident that the assertions made regarding both the independent variable, green marketing (X1), and the dependent variable, purchase intention (Y), are deemed valid and trustworthy for utilization in this particular study. Through research according to Malyan & Duhan (2018), green marketing is an analysis of the influence of marketing on the environment and how environmental variables can be incorporated into various company marketing decisions.

Based on the research conducted, researchers used 4 indicators to measure the green marketing variable (X1) proposed by Hendra et al. (2023), namely Green Product, Green Price, Green Place and Green Promotion, then obtained 8 statements representing each indicator. The following is the data distribution submitted to 100 respondents.

Through this, the most influential indicator in this study is green product through statements about The Body Shop products not using chemicals that are harmful to the environment with respondent answers through the strongly agree index 64% and agree 32%. Through the combination of this approval index, it achieved a result of 96%. This shows that respondents have high awareness of using The Body Shop products that do not use chemicals that are harmful to the environment.

The SPSS statistical analysis demonstrated that the green marketing variable (X1) exerts substantial influence on purchase intention (Y), evidenced by a t-value of 5.214 that surpasses the t-table value of 1.984. The corresponding significance value of 0.000, falling below the 0.05 criterion, reinforces this conclusion. Moreover, the positive regression coefficient of 0.691 confirms the considerable effect of green marketing (X1) on consumers' purchasing decision processes (Y). Consequently, hypothesis Ha1 is supported by the empirical evidence. These findings align with prior research by Tamrin (2023) which demonstrated that Green Marketing significantly influences Purchase Intention for Avoskin products.

4.2.2. The Influence of Brand Image on Purchase Intention

Referring to research that involved tested data, it is evident that the statements related to the brand image (X2) and purchase intention (Y) as independent and dependent variables, respectively, are both accurate and trustworthy, making them suitable for this study. As in Firmansyah (2019), the perception of a brand by consumers is shaped by their thoughts and emotions when encountering the brand. When consumers have a positive image of a brand, they are more inclined to buy from it.

According to the study, three criteria were utilized to evaluate the brand image concept (X2) introduced by Biel (Firmansyah, 2019): Corporate Image, User Image, and Product Image. Subsequently, six statements were derived to symbolize each criterion. The data distribution was then presented to a sample of 100 participants.

Through this, the most influential indicator in this study is corporate image through statements stating that there is a corporate image that cares about the environment with

respondent answers through the strongly agree index 56% and agree 37%. Through the combination of this approval index, it achieved a result of 93%. This shows that the majority of respondents see the corporate image that cares about the environment as an attraction compared to other cosmetic products.

The SPSS statistical examination of the brand image variable (X2) concerning purchase intention (Y) yielded a t-value of 0.694, falling below the t-table threshold of 1.985, accompanied by a significance value of 0.489 exceeding the 0.05 benchmark. Despite exhibiting a positive regression coefficient of 0.114, these findings indicate that brand image (X2) does not exert statistically significant influence on purchase intention (Y). Consequently, the null hypothesis Ho2 receives empirical support. These outcomes corroborate previous research by Irawanti (2024), which established that brand image lacks significant impact on consumers' purchase intentions.

4.2.3. The Influence of Green Marketing and Brand Image on Purchase Intention

Previous tests have shown that the data on green marketing, brand image, and purchase intention variables are reliable and valid, therefore they can be utilized in this study. According to Milansari et al. (2021), purchase intention is an individual's desire to take action in buying or determining a product to meet needs.

Researchers utilized four research indicators to analyze purchase intention (Y) based on conducted tests, as stated by Purbohastuti & Hidayah (2020). These indicators included Transactional Interest, Referential Interest, Preferential Interest, and Exploratory Interest. Eight statements were derived from these indicators to represent each of them.

The investigation utilized a sample of 100 participants for data collection. Hypothesis testing outcomes revealed a F-value of 25.355, surpassing the t-table of 3.09, while the corresponding significance level of 0.000 remained below the 0.05 criterion. These findings demonstrate that the predictor variables, green marketing (X1) and brand image (X2), collectively affect the outcome variable, purchase intention (Y).

The results outlined above indicate a strong influence on purchase intention when green marketing and brand image are considered together. This shows that The Body Shop consumers in Medan City tend to prefer shopping at The Body Shop. This is caused by consumers who show awareness and concern for the environment. Consumers appreciate The Body Shop's commitment to sustainable and environmentally friendly business practices, such as using environmentally friendly materials, reducing carbon emissions, and supporting environmental conservation programs. Consumers assess that The Body Shop is a credible and responsible brand, so it is consistent in presenting high-quality and environmentally friendly products.

The coefficient of determination analysis demonstrates an R value of 0.586, indicating a robust relationship between Green Marketing and Brand Image in their effect on Purchase Intention. An elevated R value represents superior model performance. The Adjusted R Square statistic shows that Green Marketing and Brand Image explain 33% of the variation in Purchase Intention. These findings support the acceptance of hypothesis Ha3, confirming that green marketing and brand image influence The Body Shop purchase intention among Medan City consumers. Put differently, improvements in the green marketing and brand image variables will result in enhanced consumer purchase intention.

5. Conclusion

In light of the research results, green marketing demonstrates considerable impact on consumer purchasing intentions. The t-value of 5.214 exceeds the t-table 1.984, while the significance value of 0.000 falls below the 0.05 criterion. Furthermore, the positive regression coefficient of 0.691 indicates a strong relationship between these two variables. The most dominant indicator is green product, with 64% of respondents strongly agreeing and 32% agreeing. Meanwhile, brand image (X2) does not have a significant effect on purchase intention, with t-value 0.694 < 1.984 and significance 0.489 > 0.05 and regression coefficient 0.114. Nevertheless, corporate image remains the most prominent brand image indicator with a high level of agreement. These findings show that The Body Shop consumers are more influenced by the company's sustainability commitment than general perceptions of the brand. Green marketing and brand image have a substantial impact on purchase intention, as evidenced by the F-value of 25.355, which is greater than 3.09, and a significance level of 0.000, which is less than 0.05. The fairly close relationship indicated by the R value of 0.586, and the Adjusted R Square value of 0.330 suggests that these two variables account for 33% of the variability in purchase intention.

The Body Shop is advised to strengthen its green marketing strategy with consumer education and more intensive sustainability campaigns, such as packaging recycling programs or collaboration with local communities in Medan. This approach aims to uphold the attractiveness of eco-friendly advertising while fostering a stronger emotional connection with customers. Incorporating values of sustainability more concretely into the company's corporate, user, and product images can enhance the brand's overall reputation. For example, by conveying inspirational stories behind products, involving local consumers as brand ambassadors, or showing concern for social issues in the Medan region. Finally, The Body Shop can synergize the strengths of green marketing and brand image through integrated campaigns that showcase the brand image as a sustainability pioneer. Such campaigns will strengthen purchase intention more consistently and sustainably.

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