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The Influence of Brand Loyalty on Customers' Repurchase Decisions of Green Beauty Product

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Abstract

Research aims: This study examined the relationship between green beauty products and customers' repurchase decisions. However, this study used brand loyalty as the intervening variable.

Design/Methodology/Approach: This study employed purposive sampling to collect the primary data. The object of this study was The Body Shop. Questionnaires were distributed to 236 respondents aged 14-39 years old. SEM analysis was then utilized to analyze the results of the questionnaire.

Research findings: The findings of this study showed that green beauty products had a significant impact on customers' repurchase decisions. Similarly, brand loyalty has been proven to mediate the relationship between green beauty products and customers' repurchase decisions.

Theoretical contribution/Originality: The previous study has investigated the relationship between green products and customers' repurchase decisions, but little literature involves green products in terms of the beauty industry and customers' repurchase decisions. Another contribution is that this study revealed that it could affect the customers' repurchase decisions on green beauty products through brand loyalty.

Practitioner/Policy implication: The authors suggest that The Body Shop maintain their added value so that customers perceive more added value and do consistent purchasing in The Body Shop rather than the other brands.

Research limitation/Implication: This study has limitations when developing the structural model fit. One indicator did not meet the good fit criteria: the AGFI with the marginal fit result.

Keywords: Green Beauty Product; Customers' Repurchase Decision; Brand Loyalty; The Body Shop

Introduction

Nowadays, many people care about global warming and climate change, which have become society's attention (Rawat & Garga, 2012). It makes people more aware of the damage and harm of global warming. Knowing those kinds of damage, society tries to change its behavior into environmentally conscious consumers (Jaini et al., 2019). Therefore, demand for environmentally friendly products increased by hundreds and thousands (Jaini et al., 2019).

Many industries use this opportunity to develop their products to be eco-friendly or green products, followed by many demands for eco-friendly products. Therefore, there is a new way to advertise green products, namely green marketing (Lin et al., 2017). The company has also considered green branding and green positioning as its strategy to increase its product brand image from the other competitors. Many household appliances also put forward the concept of going green or eco-friendly (Jaini et al., 2019). Many of them are made from friendly materials to nature, starting from electronic devices to food utensils, likewise for the beauty sector. Moreover, along with developing the world of beauty, many women and teenagers want beauty products that rely on natural products (Jaini et al., 2019). Those opportunities then encourage some beauty companies to enter the new green cosmetics and beauty market (Pudaruth et al., 2015).

Because many women and teenagers mostly rely on natural products, a new trend emerged, namely green beauty products (Yang, 2017). The green beauty product concept emphasizes the use of skin and body care products by using safe ingredients for the skin and body and the earth (Lin et al., 2018). There are two kinds of green beauty products: natural and organic (Amberg & Fogarassy, 2019). Natural beauty products use natural ingredients and still use mild and safe doses of chemicals. Meanwhile, organic beauty products are made from natural ingredients bred by organic standards (the plants used as raw material for beauty products are not sprayed with pesticides or chemical fertilizers). Furthermore, some companies do a green marketing strategy to sustain their competitive advantage and boost sales (Lin et al., 2017). Green marketing can be said to be an effective method of influencing customers on their purchase intention (Baktash & Talib, 2019). Green products also emerge, intending to provide more benefits to users. Besides, customers will be satisfied with green products, and customers also indirectly contribute to protecting the environment (Kartono & Warmika, 2018). It can be supported from the previous research that explained that green products' image had a significant influence on customer loyalty (Kartono & Warmika, 2018). In general, green products' image is linked with brand loyalty (Kartono & Warmika, 2018). Because the customers already commit to one brand, the customers can be willing to pay for the company's green products and continue to purchase the same company's products in the future.

Along with the development of natural products trends, it is time for beauty industries in Indonesia to consider producing green products as their sustainability tools to reduce environmental issues. In Indonesia, companies have already developed their green product. According to <https://www.cleanomic.co.id/>, the most popular green beauty in Indonesia is The Body Shop, with 63.8% succeeded in changing customer behavior through its green marketing. However, one study about green products by Widyastuti and Santoso (2017) examined the factors of green marketing towards customer loyalty and linked it to customer repurchase decisions in terms of herbal products. The research stated that although customers know about green products and green marketing, they are willing to pay more with a higher price and repurchase the brand only if they know that the brands will also give them extra value in its green products.

Several other studies have also explained repurchase decisions, but not in the context of green products. Hew et al. (2017) and Raditya et al. (2019) conducted on repurchase

decisions in the electronics sector, especially smartphones. Those two studies stated that product quality could build a brand attachment that influences repurchase decision-making. Musa et al. (2018) and Sentoso (2019) researched repurchase decision topics in the culinary sector. Both studies believe that price is one factor that influences the customer's repurchase decision. Specifically, Ariffin et al. (2016), Nguyen et al. (2019), and Shalehah et al. (2019) conducted studies about repurchase activities in terms of green products, especially in the beauty sectors. Those studies focused on repurchase intention towards the green product. The existence of green value, green perception, and customer satisfaction towards a particular brand is a factor that influences the customer purchase intention in the green product.

Further, previous studies have conducted a repurchase decision investigation on the electronics and culinary sectors, but there is a limitation on the topic of repurchase decisions in the green beauty sectors. The repurchase activity has often been addressed in green beauty sectors, but its focus is on repurchase intention. Because of those limitations, this study tries to examine the green beauty product in affecting customer repurchase decisions and customer repurchase decisions with brand loyalty as the intervening variable and The Body Shop as the object. The research conducted by Widyastuti and Santoso (2017) found that green marketing did not entirely affect repurchase decisions toward green products. Besides, about the company's green marketing, the customer will only repurchase if there are other perceptions and values from a particular brand. Thus, this study adds brand loyalty as the intervening variable to create additional perceptions by the customers. Through this research, the readers can have more insight into how green beauty products affect brand loyalty and customers' repurchase decisions in The Body Shop products. For companies that focus on green beauty products, this research can be used as a reference to emphasize brand loyalty to customers so that customers can make repeat purchases to certain brands.

Literature Review and Hypotheses Development

Green products are one of the efforts for environmental protection and management. Green products are defined as products that have considered environmental aspects throughout their life cycle (Supriadi et al., 2017). The life cycle starts from raw material extraction, production processes, transportation, and use, and after the product is no longer used, it has minimal impact on the environment (Maniatis, 2016). Green products are also made from friendly materials to the earth, do not contain toxins, and are recyclable. In addition, green products are made, distributed, and used to reduce harmful environmental damage and pollution (Rawat & Garga, 2012). Amidst the growing environmental issues, the green movement and green products reach all levels, including the beauty sector. Green or environmentally-friendly beauty is also emerging to become a new trend (Yang, 2017). Green beauty products emphasize the use of care and beauty products that are entirely safe for the body, planet, and society. Green beauty products are also committed to the earth's greenness, protecting its resources, and caring for fruit plants (Amberg & Fogarassy, 2019). The research conducted by Lin et al. (2018), Amberg and Fogarassy (2019), and Jaini et al. (2019) agreed that green beauty claims always use

natural ingredients derived from plants, both on land and sea, as their main ingredients. Then, green beauty products strongly influence brand loyalty and repurchase activity since customers realize the importance of using green beauty products rather than chemical ones (Shalehah et al., 2019).

Nowadays, many people need something that can help enhance their appearances. Customers try to look as good as possible. Something that can support their appearance is by using beauty products. People also agree that they can increase their confidence and appearance become more attractive with beauty products. Because there are many environmental issues, customers also consider buying beauty products to reduce environmental problems, named green beauty products. Since customers have already built trust towards green beauty products in a particular brand, brand loyalty arises. Once customers are loyal to one specific brand, they will continue the repurchase activity for the same brand.

Purchasing behavior has become researchers' attention because it has an essential role in sustaining company's product and competitive advantage (Bastaman & Royyansyah, 2017). Thus, the repurchase decision is the continuous activity in terms of consistent purchasing by the customers for a specific brand (Bastaman & Royyansyah, 2017). The most important thing is that customers can survive or commit to continue using the product/service. Perceived quality, perceived price, brand image, and brand loyalty are often linked with these repurchase decision activities (Raditya et al., 2019; Vazifehdoost & Negahdari, 2018; Kartono & Warmika, 2018; Widyastuti & Santoso, 2017). Suppose the customers have already had loyalty and value for the first purchase of a particular brand (including the price and quality). In that case, the customers are willing to continue to purchase it in the future.

Moreover, green beauty product claims that it uses natural and organic ingredients (Amberg & Fogarassy, 2019; Jaini et al., 2019; Lin et al., 2018). Therefore, green beauty products are made of plants without pesticides. Organic plants require a more protracted process because they do not use a booster or pesticides. The other organic raw materials tend to be more challenging to find. Because of the difficulties in getting the raw materials, thus the price of green beauty products is higher. Still, the customers do not mind the price because they see the quality and benefits. Furthermore, they still do purchase activities on the same brand. Therefore, this study develops the hypothesis in response to the researchers' curiosity about the relationship between green beauty products and repurchase decisions. The hypothesis is as follow:

H₁: Green beauty product significantly affects customers' repurchase decisions.

Brand loyalty is a crucial concept in a marketing context. Loyal customers are very needed for the company's survival (Baktash & Talib, 2019). Brand loyalty can be defined as the customer's consistent commitment to repurchase a product or service in the future by repurchasing the same products from a particular brand (Lin et al., 2017). Brand loyalty is also the customer's choice to buy a specific brand rather than other brands in the same

sector (Kartono & Warmika, 2018). Thus, brand loyalty can be said when the customer accepts the brand's premium price and customers repurchase a certain brand (Shalehah et al., 2019). Brand loyalty will help companies cultivate a more profitable customer base. This way, the company can encourage repeat purchases from customers. Brand loyalty also shows a benchmark for how loyal the customers are to always buy and use products from certain brands. In fact, when the customers' loyalty gets stronger, customers will increase the number of purchases and be ready to build a community for a certain brand (Alkhawaldeh et al., 2017).

Research from Alkhawaldeh et al. (2017) and Kartono and Warmika (2018) stated that brand image is the most influential factor in brand loyalty. These studies noted that the greater the quality and brand image perceived by customers, the greater the brand loyalty. Now, women care about the benefits of a product and the production process (Nguyen et al., 2019). When a product is known to contain harmful ingredients, both for nature and health, many women do not hesitate to switch to other products, which are green beauty products. People also know that green marketing is not enough to build a customer's trust to do a repurchase in a certain brand. In this case, brand loyalty is considered as the intervening variable that can affect a repurchase decision. Therefore, this study develops the hypothesis in response to the researchers' curiosity about the relationship between green beauty products, brand loyalty, and repurchase decision. The hypothesis is as follows:

H₂: Brand loyalty mediates the relationship between green beauty products and customers' repurchase decisions.

Based on the hypothesis about the relations between green products, customers' repurchase decisions, and brand loyalty, the researchers proposed a research model in Figure 1.

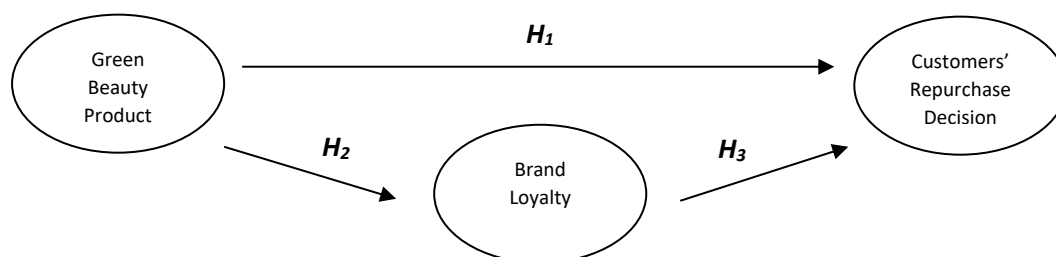


Figure 1 Research Model

Source: Research modification (Shalehah et al., 2019; Widyastuti & Santoso, 2017)

Research Methods

This research is a quantitative study. The object of this research was The Body Shop. Population or the total numbers to be analyzed in this study was The Body Shop's customers in Indonesia. The primary data were collected through snowball sampling. The sample was determined based on three main criteria: (1) women and men who had ever bought The Body Shop's products; (2) those who were 17-50 years old; (3) those who at least once bought on The Body Shop. Research from Amberg & Fogarassy (2019) used around 200 respondents, so 236 respondents contributed to this study.

This study used primary data. Thus, it used 5-point scales of an online questionnaire to collect data and information from the respondents. The respondents should fill out the form by choosing a 1-5 scale, in which 1 means totally disagree, 2 means disagree, 3 means neutral, 4 means agree, and 5 means totally agree.

Table 1 Operationalization of Variables

Variable	Measurement	Source
Green Beauty Product	Green beauty product uses natural ingredients (from plants).	Amberg & Fogarassy (2019)
	Customers' awareness towards green beauty products Customers have heard about green beauty products.	Dianti & Paramita (2021) with modification
	Green beauty product has environmental benefits. Green beauty product has good value for the customers.	Akbar et al. (2014), with modification
	The customer recognizes the meaning of green beauty products. Green beauty product keeps a commitment to environmental protection.	
Customers' Repurchase Decision	Customers always need green beauty products for their makeup routine.	Widyastuti & Santoso (2017), with modification
	Customers always need green beauty products for their body care routine.	
	Customers always need green beauty products for their skincare routine.	
	The customers' willingness to buy green beauty products from the same brand	
	Customers intend to buy green beauty products soon.	
	Customers have a high intention to buy green beauty products from the same brand.	
	Do a consistent buying from the same brand	
	Information from others affects customers to buy again.	
Brand Loyalty	Customers are willing to recommend green beauty products to others.	
	Green beauty products are always the customer's choice in the cosmetic sector.	Punniyamoorthy & Raj (2007), with modification
	Customers have loyalty towards a certain brand.	
	Green beauty products have a good quality that makes customers willing to pay more.	
	Green beauty products are superior to other brands in the cosmetic sector.	
	Customers always recommend green beauty products from a certain brand to other customers.	
Customers are always satisfied with green beauty products from a certain brand.		

This study utilized the software called SPSS to check the reliability and validity test and Structural Equation Model (SEM). Structural Equation Modeling (SEM) includes Confirmatory Factor Analysis (CFA) and Path Analysis (Crockett, 2012). To test the model, the researchers needed to do two instruments (questionnaires) tests first. The first test was the validity test to measure the questionnaire's ability to translate the variables in the study. The results obtained would be the r-value. The research instrument is said to have passed the validity test if $r\text{-count} > r\text{-table}$ (Ghozali, 2006). The next test that needed to be done was a reliability test to determine the answers' consistency to the questions in the questionnaire (Shalehah et al., 2019). This function shows how respondents provide stable and non-contradictory solutions. From this test, it can be determined whether a respondent answered the question seriously. To measure the consistency of the questionnaires, this study used Cronbach α . The data is reliable and acceptable if the value of α is greater than 0.7. Also, the CR (Composite Reliability) technique was applied to measure the reliability test. CR value should be more than 0.7 (Shalehah et al., 2019). According to Crockett (2012), researchers must first test the goodness of fit models to compare the specified models and covariance matrices. The goodness of fit models can be measured through Chi-square (CMIN), RMSEA, GFI or CFI, AGFI, and Tucker Lewis Index (TLI).

Table 2 Model Fit Indices

Name of Test	Cut-off Value	Criteria
CMIN/DF	≤ 2	Fit
GFI	0 - 1	Poor Fit
	$0.80 \geq \text{GFI} < 0.90$	Marginal Fit
	≥ 0.90	Good Fit
RMSEA	≥ 0.10	Poor Fit
	0.08 - 0.10	Marginal Fit
	≤ 0.08	Good Fit
AGFI	$0.80 \leq \text{AGFI} < 0.90$	Marginal Fit
	≥ 0.90	Good Fit
TLI	$0.80 \leq \text{TLI} < 0.90$	Marginal Fit
	≥ 0.90	Good Fit
CFI	$0.80 \leq \text{CFI} < 0.90$	Marginal Fit
	≥ 0.90	Good Fit

Results and Discussion

Characteristics of Respondents

Table 3 describes the respondents' profiles. Female respondents were prevailing in this research, accounting for 92.8% of the whole respondents, equivalent to 219 respondents. The remaining 7.2% of respondents were identified as male. Most respondents were between ages 19-23 years (88.5%), and the minor proportion was 29-39 years (0.5%). Then, college students were recorded as the majority of the respondents' job profile, accounting for 86.9% of respondents, followed by private employees, civil servants, and students with 9.7%, 2.1%, and 1.3%, respectively. Lastly, among 236 respondents, 70.3% respondents were domiciled in Central Java, followed by Outside Java with 9.3%.

Table 3 Demographic Profile

Category	Sub-Category	Frequencies	Percentage	Total
Gender	Male	17	7.2%	236
	Female	219	92.8%	
Age	14-18 years old	13	5.5%	236
	19-23 years old	209	8.5%	
	24-28 years old	12	5%	
	29-33 years old	1	0.5%	
	34-39 years old	1	0.5%	
Occupation	Civil Servant	5	2.1%	236
	Private Employee	23	9.7%	
	Student	3	1.3%	
	College Student	205	86.9%	
Educational Background	Middle School	6	2.5%	236
	High School	179	75.9%	
	Bachelor	49	20.8%	
	Master	2	0.8%	
Domicile	East Java	21	8.9%	236
	Central Java	166	70.3%	
	West Java	8	3.5%	
	Jakarta	19	8%	
	Outside Java	22	9.3%	

Instrument Assessment

From the analysis result, output could be seen that all instruments with the indicator $r\text{-count} > r\text{-table}$ (0.3494) generated value > 0.4 . It can be concluded that all instruments in this study were valid (Ghozali, 2006). Likewise, all instruments' Cronbach's Alpha values were good, greater than 0.7, meaning that all instruments met the reliability test (Shalehah et al., 2019). Matters related to the validity and reliability test are shown in Table 4.

Table 4 Validity and Reliability Results

Instruments	Items	r-count	r-table	Cronbach's Alpha
Green Beauty Product	X1.1	0.806	0.3494	0.834
	X1.2	0.718	0.3494	
	X1.3	0.795	0.3494	
	X1.4	0.645	0.3494	
	X1.5	0.553	0.3494	
	X1.6	0.774	0.3494	
	X1.7	0.727	0.3494	
Brand Loyalty	X2.1	0.850	0.3494	0.828
	X2.2	0.795	0.3494	
	X2.3	0.845	0.3494	
	X2.4	0.867	0.3494	
	X2.5	0.749	0.3494	
Customers' Repurchase Decision	Y1	0.815	0.3494	0.886
	Y2	0.683	0.3494	
	Y3	0.445	0.3494	
	Y4	0.909	0.3494	
	Y5	0.879	0.3494	
	Y6	0.857	0.3494	
	Y7	0.805	0.3494	
	Y8	0.540	0.3494	
	Y9	0.424	0.3494	

Normality Test Results

Normality test was carried out by using IBM AMOS 23 software. The normality test is conducted to test whether the data is normally distributed by comparing the critical ratio (CR) value in the assessment of normality with a critical value of ± 2.58 . Data can be classified as normally distributed when the available data is within the mean value. To find out whether the data distribution is normal, it can be seen from the output of the assessment of normality. The data is said to be normally distributed if the c.r value of skewness is less than 2.58 and greater than -2.58 (Latan & Ramli, 2014). The following table describes the normality data from the variables of green beauty products, brand loyalty, and repurchase decision.

Table 5 Normality Test Results

Variable	min	max	skew	c.r.	kurtosis	c.r.
Y9	3	5	-0.29	-1.826	-0.938	-2.953
Y8	2	5	-0.169	-1.066	-0.689	-2.169
Y7	1	5	-0.176	-1.108	-0.509	-1.604
Y6	2	5	-0.394	-2.481	-0.557	-1.753
Y5	1	5	-0.266	-1.676	-0.545	-1.717
Y4	2	5	-0.276	-1.736	-1.044	-3.288
Y3	1	5	-0.561	-3.533	-0.195	-0.614
Y2	1	5	-0.062	-0.391	-0.802	-2.524
Y1	2	5	-0.235	-1.479	-0.487	-1.534
X2.1	1	5	-0.15	-0.947	-0.72	-2.267
X2.2	1	5	-0.04	-0.25	-0.559	-1.761
X2.3	1	5	0.013	0.084	-0.383	-1.207
X2.4	2	5	-0.028	-0.176	-0.684	-2.155
X2.5	1	5	-0.255	-1.608	-0.185	-0.584
X1.1	3	5	-0.438	-2.761	-0.799	-2.516
X1.2	3	5	-0.775	-4.882	-0.486	-1.532
X1.3	2	5	-0.345	-2.174	-0.927	-2.921
X1.4	2	5	-0.338	-2.132	-0.806	-2.539
X1.5	3	5	-0.565	-3.557	-0.673	-2.118
X1.6	2	5	-0.76	-4.784	-0.505	-1.592
X1.7	3	5	-0.66	-4.158	-0.744	-2.343
Multivariate					56.868	14.114

From Table 5, the multivariate value was 14.114. This value was far above 2.58, so the data did not meet the criteria for multivariate data normality. As data did not meet the assumption of normality, the following procedure was to re-examine data using the maximum likelihood bootstrap technique with Bollen-Stine estimation (Ferawati, 2010). The bootstrap method can be an alternative for Structural Equation Modelling (SEM) to overcome multivariate non-normal data. The bootstrap method does not have to meet a multivariate normal assumption like the ML method. The model will be invalid or have to modify the model to continue the research if the Bollen-Stine p-value is less than 0.05 ($p < 0.05$).

Table 6 Maximum Likelihood Bootstrap Result, Initial

Bollen-Stine Bootstrap (Default model)
The model fit better in 500 bootstrap samples
It fit about equally well in 0 bootstrap samples
It fit worse or failed to fit in 0 bootstrap samples
Testing the null hypothesis that the model is correct, Bollen-Stine bootstrap p = 0.002

Based on Table 6, after the bootstrapping procedure, the results of the Bollen-Stine bootstrap probability were 0.002. This value was still far from the significant level (α) 0.05, so this research model was rejected. Based on the result, this research model must be modified to continue the research with the modified model and discard outlier data whose details were explained in the outlier test. A detailed explanation of the model modification was described in the modification index in the following discussion.

Table 7 Maximum Likelihood Bootstrap Result, Modified

Bollen-Stine Bootstrap (Default model)
The model fit better in 470 bootstrap samples
It fit about equally well in 0 bootstrap samples
It fit worse or failed to fit in 30 bootstrap samples
Testing the null hypothesis that the model is correct, Bollen-Stine bootstrap p = 0.062

Table 7 shows bootstrapping analysis modified because, previously, it did not meet the requirements to continue the research. This bootstrapping analysis showed the results of the Bollen-Stine bootstrap probability = 0.062, and this value was sufficient with a significant level (α) 0.05, so this research model was accepted. Based on these results, this research model was still feasible to test all research hypotheses.

Outlier Test

Outliers have unique characteristics, look different from other observational data, and appear in extreme forms, either univariate or multivariate (Latan & Ramli, 2014). Based on Ferdinand (2002), a multivariate outliers test is identified using the Mahalanobis distance criterion at the level of $p < 0.001$. The way to determine the occurrence of multivariate outliers is to use the statistic d^2 (Mahalanobis Distance) and compare it with the value of χ^2 (Chi-Square) with an error rate of $p < 0.001$, df as many as the variables analyzed. In this study, the items used were 21 questions, so the CHIINV (χ^2) value obtained from Microsoft Excel was 46.797. The following are the outlier test results performed on IBM AMOS.

Table 8 Outlier Test Results

Observation number	Mahalanobis d-squared	p1	p2
14	52.209	0	0.042
108	50.358	0	0.003
27	44.369	0.002	0.014
229	44.088	0.002	0.002
45	42.425	0.004	0.002

Based on Table 8, the outlier test results found two outliers data, namely observation data numbers 14 and 108, which had Mahalanobis Distance values $d^2 > ^2$ (46.797). Thus, the further analysis excluded the data, and the study analyzed 236 respondents.

Confirmatory Factor Analysis

After analyzing the measurement model through confirmatory factor analysis, each indicator could be used to define a latent construct, and a full SEM model could be analyzed. The results of testing the model developed in this study are shown in Figure 2.

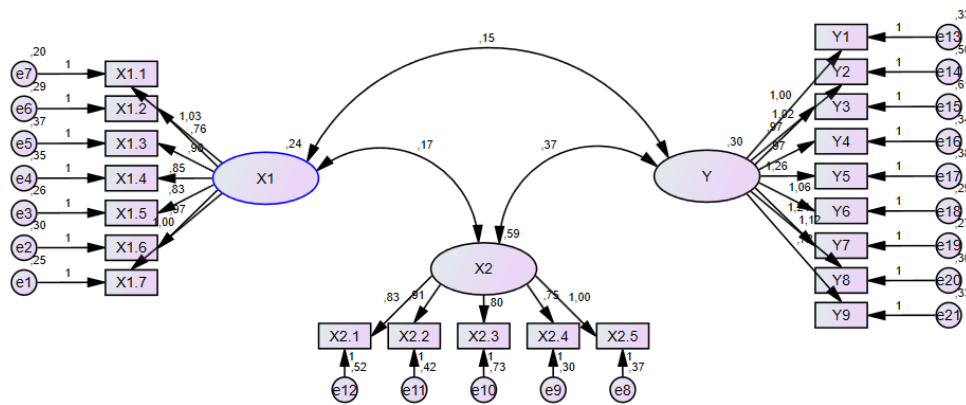


Figure 2 CFA Model Initial

In testing the structural equation model, a model suitability test and a causality significance test were also carried out. The model testing results are shown in the following table.

Table 9 Model Fit Initial

Index	Result	Criteria
CMIN/DF	2.377	Not Fit
GFI	0.842	Marginal Fit
AGFI	0.804	Marginal Fit
CFI	0.886	Marginal Fit
TLI	0.871	Marginal Fit
RMSEA	0.077	Poor Fit

Table 9 presents that the cmin/df value was 2.377, where the size did not match the cut-off value or did not fit. Also, GFI, AGFI, CFI, TLI, and RMSEA showed values that were still marginal and poor fit. Thus, the researchers did a modification model (covariate) and removed one indicator from X2 and two indicators from Y. The modification model is shown in figure 3.

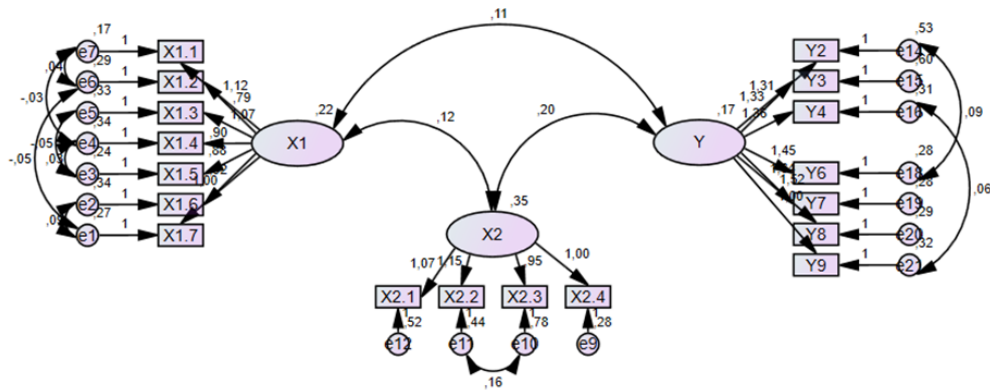


Figure 3 CFA Model Modified

Table 10 Model Fit Modified

Index	Result	Criteria
CMIN/DF	1.488	Fit
GFI	0.922	Good Fit
AGFI	0.892	Marginal Fit
CFI	0.964	Good Fit
TLI	0.955	Good Fit
RMSEA	0.046	Good Fit

After the modification model and removing some indicators, Table 10 shows that the cmin/df value was 1.488, where the size fitted. Also, GFI, AGFI, CFI, TLI, and RMSEA showed good fit values on average. Based on the rule of thumb principle, if there are one or two goodness of fit criteria that have been met, it can be said that the model is fit and feasible (Latan & Ramli, 2014).

Hypothesis Testing with Structural Equation Modeling (SEM)

After knowing that the model used was feasible, the next step was to test the hypothesis. The acceptance or rejection of a hypothesis can be seen in the regression weights table resulting from the AMOS output.

Table 11 Hypothesis Results

Hypothesis	Estimates	S.E	C.R	P	Result
H ₁ Y <--- X1	0.232	0.062	3.761	***	Accepted
H ₂ X2 <--- X1	0.559	0.109	5.129	***	Accepted
Y <--- X2	0.487	0.072	6.798	***	Accepted

Table 12 Mediation Result

Estimate	P
X1 <-- X2 <-- Y	0.316 0.002

The hypothesis testing criteria refer to the C.R value and p-value, where if the C.R value is > 1.96 and the p-value is <0.05, the independent variable (exogenous) will affect the

dependent variable (endogenous) (Latan & Ramli, 2014). Based on Tables 11 and 12, all the hypotheses were accepted. Based on Table 10, green beauty products and repurchase decisions had a C.R value of 3.761 and a p-value of 0.00. The criteria that must be achieved are the C.R value > 1.96 and the p-value < 0.05 . Thus, the result indicates that green beauty products had a significant effect on customers' repurchase decisions. Therefore, hypothesis 1 was accepted. From Table 11, the mediation effect of brand loyalty in the relationship between green beauty products and customers' repurchase decisions was supported, with a significant p-value of 0.002, below the threshold of 0.05. The degree to which the mediation occurs was presented by the estimated value of 0.316. To recapitulate, brand loyalty has been proven to be the mediator in the relationship between green beauty products and customers' repurchase decisions. Hence, hypothesis 2 was accepted.

Discussion

Green Beauty Products Affect Customers' Repurchase Decisions.

The green beauty product variable affected the customers' repurchase decisions with a significance value of $0.00 < 0.05$. Based on the result, it has been proven that green beauty products continuously influence the customers' repurchase decisions to buy its product. It is because The Body Shop has an added value for their product's quality, and it is a differentiator among the other brands. Raditya et al. (2019) and Vazifehdooost and Negahdari (2018) defined the product's quality as often linked with the repurchase decision activities. This finding is verified in this research because the finding showed that 69.8% of female respondents stated The Body Shop as the green beauty product needed in customers' everyday life (customers' skincare, makeup, and body care) (average score 4.10). After all, The Body Shop uses natural ingredients to improve its product's quality. This study is in accordance with the study from Amberg and Fogarassy (2019), Jaini et al. (2019), and Lin et al. (2018) that agreed about a green beauty product always uses organic and plant-based ingredients.

Moreover, 81.5% of the college students agreed that The Body Shop customers always did a consistent buying in The Body Shop's product (average score 4.38) and were willing to buy other The Body Shop's products soon. Then, 72.7% of respondents aged 19-23 stated that customers would recommend The Body Shop as their green beauty product to the others (average score 4.21). Thus, customers believe that green beauty products can give them a benefit (Shalehah et al., 2019). This study is also in line with the previous study done by Widyastuti and Santoso (2017), stating that most of the customers' repurchase decisions are affected by green products. Besides, green beauty products also benefit the environment, and customers realize that and do the repurchase decision for The Body Shop's products.

Brand Loyalty Mediates Green Beauty Products and Customers' Repurchase Decisions.

The results of this study indicate that the variable green beauty product had a positive effect on the variable of customers' repurchase decisions through brand loyalty. The

mediate effect could be seen with a significance value of $0.002 < 0.05$. The 79.9% of female respondents believed that they always used The Body Shop as their skincare, makeup, and body care preference, rather than the other green beauty brand (average score 4.11). In addition, 73.2% of respondents from college students stated that even though customers knew that The Body Shop had a higher price, customers still chose The Body Shop as their green beauty choice (average score 4.27). This study is in line with the previous study (Widyastuti & Santoso, 2017). It stated that customers would only be willing to pay for premium prices and make repeat purchases if they perceive additional value from green products.

Furthermore, 61.8% of respondents in Central Java agreed that customers were always satisfied with The Body Shop because they had an added value (average score 4.34). Furthermore, 81.6% of the female respondents had loyalty towards a certain brand, The Body Shop (average score 4.37). When the customers trust The Body Shop, customers will increase the number of purchases and be ready to build a community for a brand (Alkhaldeh et al., 2017). Also, the greater the customers have trust and satisfaction towards The Body Shop, the greater the brand loyalty (Alkhaldeh et al., 2017; Kartono & Warmika, 2018). It is clear that customers cared about The Body Shop's benefits and added value. Thus, it could affect the customers' repurchase decision toward green beauty products through brand loyalty. Once the customers have already had loyalty and value for the first purchase of a The Body Shop (including the price and quality), the customers are willing to continue to purchase it in the future (Widyastuti & Santoso, 2017).

Brand loyalty variable also affected the customers' repurchase decision, with a p-value of $0.00 < 0.05$. It has been proven that brand loyalty was responsible for retaining the customers' repurchase decision on The Body Shop. In this case, 81.6 % of the female respondents stated that they had already built brand loyalty towards The Body Shop (average score 4.37). This percentage shows a benchmark for how loyal the customers are to always buy and use products from certain brands. When the customers trust a brand, the customer will certainly use it continuously (Alkhaldeh et al., 2017). Alkhaldeh et al. (2017) stated that after the customers are satisfied with a product, they will also usually recommend the product they use to their family or close people who want to use the same product. It can be seen that 59.2% of the whole respondents always recommended the brand to others.

Conclusion

This study has analyzed whether green beauty products impact green beauty products directly or through brand loyalty. The result of this study uncovered that both hypotheses were accepted. This study can answer the previous study about the other factors affecting the customers' repurchase decision (Widyastuti & Santoso, 2017). Widyastuti and Santoso (2017) believes that with the existence of green products, although it mostly affects the customers' repurchase decision, another factor can influence the customers' repurchase decision. In addition, this study came with brand loyalty that could mediate the

customers' repurchase decision with green products. The finding of this study is that customers also saw that green beauty products could give them added value. Moreover, customers were willing to pay a premium price and did continuous purchases for green beauty products as long as they trusted the brand. Thus, the customers also believed that The Body Shop was one of their preferences in green beauty sectors.

The result of this study can be beneficial both for The Body Shop and the customers. For the brand, The Body Shop could gain insight into maintaining its brand loyalty to the customer. The finding of this study is that green beauty products with natural ingredients as their added value can satisfy the customers and build trust in The Body Shop. It can be concluded that The Body Shop should maintain their added value so that customers perceive more added value and do the consistent purchasing in The Body Shop rather than the other brands. However, this study has a limitation when developing the structural model fit. One indicator did not meet the good fit criteria: the AGFI with the marginal fit result. Thus, in the next study, the measurement items can be modified to better model fit. Since the green product and repurchase decision is only researched by Widyastuti and Santoso (2017), this study has analyzed the relationship of green products in the beauty industry, repurchase decision, and brand loyalty. The next research is expected to enrich the research about the relationship between green products and customers' repurchase decisions in the green product, but in different industries (e.g., electronic industry, household industry, and others).

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