

## ANALYSIS OF THE INFLUENCE OF THE ENVIRONMENT AND SATISFACTION ON PRODUCT TRUST FOR GREEN PRODUCTS (CONSUMERS OF THE BODY SHOP COSMETICS IN THE PEKANBARU AREA)

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### ABSTRACT

**Received: 14-01-2025**

**Accepted: 18-06-2025**

**Keywords:**

Environmental Influence,  
Satisfaction, and Trust

This research aims to analyze the influence of the environment and satisfaction on product trust, especially for green products. This work uses quantitative methods to find model correlations using statistics. The results of this research show that: (1) The influence of environmental friendliness has a positive and significant effect on green satisfaction; (2) environmental friendliness has a positive and significant effect on green trust. (3) green satisfaction has a positive and significant effect on green trust..

### 1. INTRODUCTION

Cosmetics are substances or preparations intended to be applied to the external surfaces of the human body, such as the epidermis, hair, nails, lips, and external genital organs, or teeth and oral mucous membranes, for purposes such as cleaning, perfume, changing the appearance and/or reducing odor, body, or protecting or keeping the body in good condition. Environmental issues are a major concern in several parts of the world. Modernization and technological progress have both positive and negative environmental consequences. Pollution, deforestation and global marketing all have an increasing negative impact on ecosystems. The large amount of environmental pollution that is directly related to world industries causes a significant increase in environmental damage, and environmental problems in society continue to grow.

The development of the beauty product industry which is used to beautify, care for and maintain the cleanliness of the body, especially the face. Cosmetics include a variety of products, from makeup, skin care, to perfume. The cosmetics industry has evolved rapidly from ancient times to the present, adapting to changing trends, technology and consumer needs.

The purpose of this research is to analyze the influence of the environment, satisfaction on trust in Green cosmetic products. This research examines the relationship between variables and Pekanbaru cosmetic consumer objects.

### Relevant Research Table

No	Author (Tahun )	Title	Similarities with This Article	Difference with this article
1	Fatima h (2019)	The Effect of Green Marketing Mix on Purchasing Decisions.	Shows a positive influence between environmental factors (green marketing) and purchasing decisions.	The focus is on green marketing mix, while this article is broader, discussing environmental influences in general.
2	Arumbi nang (2023)	Analysis of the Effect of Greenwashing on Brand Image.	Examines the impact of green marketing elements on brand image and trust.	This article focuses on greenwashing, while the focus of this article is on environment, satisfaction, and quality.

3	Rahma danti (2020)	The Effect of Product Quality and Risk Perception on Product Trust.	Shows the relationship between product quality and trust.	Focusing on green products, whereas this article covers all types of products in general.		Behavior Gap	In behavior and product trust.	article discusses environmental factors and satisfaction.
4	Alfakih uddin (2023)	The Impact of Green Marketing on Purchase Intention of Beauty Products.	Shows the positive influence of green marketing on purchase intention.	More focused on generation Z, whereas this article addresses all consumer groups.		The influence of Beauty Vlogger and Brand Image on Purchase Intention.	Examines the effect of brand image on purchasing decisions, which can be related to perceived quality.	The focus is on digital media and influencers, while this article focuses on environmental factors and satisfaction.
5	Arif Rahma n Hakim (2019)	The Cosmetics Industry and Consumer Benefits.	Discusses the quality of cosmetic products, which can affect perception and trust.	Emphasizes the saponification method and does not include satisfaction and environmental factors..		The Effect of Brand Trust on Consumer Loyalty.	Includes aspects of brand trust that can be related to quality and satisfaction.	It does not discuss environmental factors, whereas this article includes the environment as an important variable.
6	Ariyant i (2014)	The Effect of Perceived Value and Perceived Risk on Purchase Intention.	Identify the effect of perceived value and risk on purchasing decisions.	The focus is on organic cosmetics, while this article is more general.		Increased Consumer Concern for Environmentally Friendly Products.	Illustrates the importance of trust and brand image in the context of green products.	More emphasis on brand image and brand love, while this article discusses satisfaction and trust.
7	Ilal Wardan i (2022)	The Effect of Green Brand Positioning on Purchase Intention.	Using variables related to brand image and purchase intention.	This research is more specific to Unilever products and mixed methods.		The Effect of Green Marketing Strategy on Purchasing Decisions.	Touching on the aspect of purchasing decisions that is also examined in this article.	Using specific data from The Body Shop in Mojokerto, whereas this article is more general and not limited to location.
8	Prames ti (2023)	The Effect of Perceived Green Value on Purchase Intention	Shows the relationship between perceived value and trust.	The focus is on young consumers in Pekanbaru while this article does not limit it to a specific age group.		Analysis of the Effect of Perceived Quality on Purchase Intention.	Provides an understanding of the relationship between quality and	Focusing on potential customers, while this article is broader.
9	Ratri (2024)	Influence of the Green Consumer	Discusses the relationship between consumption	More focused on behavioral gaps, while this				

			purchase intention.	
15	Kurnia (2024)	The Effect of Green Advertising on Purchasing Decisions.	Examines the influence of green marketing and advertising on purchasing decisions.	Focusing on the advertising aspect, this article examines environment, satisfaction, and quality together.

## 2. METHODS

This research is an explanation based on problems and objectives. Explanatory studies study the interrelationship or influence of hypothetical factors. In this research, hypotheses indicating connections between concepts will be evaluated to determine whether a variable is related to or influenced by other variables. Explanatory studies explain the extrapolation of a sample to its population or the relationship, difference, or effect between two variables. To explain the theory, researchers use samples. This work uses quantitative methods to find model correlations using statistics

## 3. RESULTS AND DISCUSSION

### Environmental Influence on Green Product Trust

The influence of the environment on trust in green products is very significant, because consumers tend to trust products that show real commitment to their desires and reduce negative impacts on the environment. Several factors that influence this relationship include:

- Transparency and Clear Information: Green products that contain clear and reliable information about the materials used, production processes, and their impact on the environment, thereby building consumer trust. Legitimate environmental labels or certifications such as “organic” or “eco-friendly” can reinforce this trust.

- Corporate Responsibility : Consumers tend to trust green products from companies that have clear sustainable policies and practices, such as reducing carbon emissions, using renewable energy, or investing in environmentally friendly technologies. Companies that demonstrate their commitment to cessation through social activities or environmental initiatives are more trusted.

- Social and Environmental Impact : Consumers who care about environmental issues tend to trust green products that have a positive impact on the environment or community, such as the use of recycled materials or production processes that reduce waste.

- Consistency and Innovation : Trust is also influenced by the extent to which the green product continues to develop and innovate in terms of desirability. If companies continually update their products to be more environmentally friendly, consumers will have more confidence that they are truly committed to protecting the environment.

### Environmental Influence on Green Product Satisfaction

Environmental friendliness to green product satisfaction Refers to how much attention or awareness consumers pay to products that have a positive impact on the environment. Green products or "green products" are products that are produced in a more environmentally friendly way, such as using recycled materials, saving energy, or having production processes that reduce pollution.

Consumer satisfaction with green products is often influenced by several factors, such as:

- Sustainability and Environmental Impact : Consumers who care about the environment feel satisfied when the products they have a positive impact on the ecosystem.

- Product Quality: Green products that have high quality and can compete with conventional products often provide greater satisfaction.

- Price : Some green products may be more expensive, and although consumers care about the environment, they may consider price as a factor in their satisfaction.

- Trust Factor : If consumers believe that a company is truly committed to preserving the environment, they will likely be satisfied with the product.

The influence of the environment on green products has been widely studied by several researchers, including NPG Rajiv (2016), Peattie, K. (2010), Luchs, MG, Naylor, RW, Irwin, JR & Raughubir, P (2010), Kang, J. & Kim, S. (2012), Zhang, M. & Liu, Y. (2015).

## 4. CONCLUSION

This research recommends that The Body Shop in Indonesia build an effective marketing plan to launch more green goods from their production. In this case, The Body Shop must pay attention to what extraordinary items are acceptable for further recognition, especially variables that are proven to directly influence people's decisions to choose The Body Shop, namely environmental friendliness and green satisfaction. The Body Shop needs to maintain and manage well the variables that are proven to have a positive and significant influence along with the parameters that come from each of these variables, including the view that the selected The Body Shop has quality and clinically tested products in its field, the desire to get a product that is needed in the present and share information with other users through online channels such as using social media. Several things that can be done include improving product quality effectively and efficiently, providing superior products that can eliminate customer complaints, saving customer time, optimizing the use of social media as an information medium, and increasing public satisfaction by providing high quality services and supporting infrastructure. The Body Shop must also establish a marketing strategy to inspire online and offline customers to choose it. This can be done by posting instructive content on Instagram or verified YouTube channels.

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