

# Building Trust or Masking Reality? The Effects of Brand Image, Greenwashing, and Influencer Marketing on Sustainable Buying Behavior in Indonesia Skincare Product

Alya Daywa Yudistira, Siti Aminah\*, Dewi Deniaty Sholihah

Faculty Economic and Business, Universitas Pembangunan Nasional "Veteran" Jawa Timur

Jl. Rungkut Madya No.1, Gn. Anyar, Kec. Gn. Anyar, Kota Surabaya, Jawa Timur 60294

Email: <sup>1</sup>121012010153@upnjatim.ac.id, <sup>2,\*</sup>sitiaminah1961@gmail.com, <sup>3</sup>dewi\_deniaty@upnjatim.ac.id

Correspondence Author Email: [sitiaminah1961@gmail.com](mailto:sitiaminah1961@gmail.com)

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**Abstract**—This study aims to analyze the influence of brand image, greenwashing, and influencer marketing on green purchase intention for *Somethinc* skincare products in Surabaya. The research addresses the issue of consumers' limited understanding of green marketing practices and their impact on the intention to purchase environmentally friendly products, particularly among local brands. This quantitative research employs a descriptive approach. Data were collected through questionnaires distributed to 128 respondents selected using purposive sampling, and analyzed using Partial Least Square (PLS) with the SmartPLS software. The results show that brand image has a significant positive effect on green purchase intention, with a coefficient value of 0.412 and a p-value <0.05. Greenwashing has a negative but not significant effect (coefficient -0.087; p-value > 0.05), while influencer marketing has a positive but not significant effect (coefficient 0.143; p-value > 0.05). These findings indicate that a positive perception of brand image is the main factor driving consumers' intention to purchase environmentally friendly skincare products, whereas the effects of greenwashing and influencer marketing are not statistically significant. The implications of this study highlight the importance of strengthening brand image in sustainable marketing strategies for the local skincare industry, amid increasing consumer awareness of environmental issues.

**Keywords:** Brand Image; Green Purchase Intention; Greenwashing; Influencer Marketing; Skincare

## 1. INTRODUCTION

Sustainable Development Goals (SDGs) is a global development agenda adopted by United Nations (UN) member states to create a balance between economic growth, social welfare, and environmental sustainability. One of the main goals, the 12th SDG, emphasizes the importance of responsible consumption and production, including waste reduction, resource efficiency, and the implementation of environmentally friendly business practices (Kompas.id, 2023). In Indonesia, the implementation of the SDGs has become a major focus of the government and the private sector, reflected by more than 80% of large companies having adopted sustainability elements in their operations, pushing the national achievement index up to 60% (Kompas.id, 2023)

However, despite this progress, Indonesia still faces major challenges in domestic waste management, especially plastic waste. Based on data from the Ministry of Environment and Forestry (KLHK), in 2022, plastic waste accounted for 18.22% of the total national waste generation. This figure shows that efforts to reduce waste and transition to more environmentally friendly products still require serious attention (SIPSN KLHK, 2022). This problem not only impacts the environment, but also affects consumer perceptions and behavior in choosing everyday products.

The skincare industry in Indonesia is one of the sectors that has experienced rapid growth in recent years. The market value of this industry jumped from IDR2.5 trillion per month in 2023 to IDR3.5 trillion per month in 2024, driven by increasing public awareness of skincare, dominance of local brands, and preference for natural and sustainable products (Kompas.id, 2024). Consumers now not only consider the quality and effectiveness of products, but also pay great attention to the sustainability and social responsibility aspects of producers. (Sholihah & Ariescy, 2023).

This sustainability trend encourages skincare companies to innovate, both in terms of product formulation and marketing strategies. *Somethinc*, as one of the local brands established since 2019, has successfully positioned itself as a sustainable skincare pioneer in Indonesia. *Somethinc* products use vegan ingredients, have been certified cruelty-free, and implement refillable packaging to reduce plastic waste. One of its flagship products, *Calm Down Moisturizer*, is not only formulated for sensitive skin, but also supports the waste bank program as a form of real contribution to the environment (*Somethinc*, 2022).

*Somethinc's* success in building an environmentally friendly brand image is also supported by innovative marketing strategies, one of which is through collaboration with renowned beauty influencers such as Tasya Farasya. This influencer is known for her educative, selective, and honest communication style in providing product reviews, thus being able to effectively build consumer trust and loyalty (Shahabuddin, 2021). Collaboration with credible influencers is one of the keys to reinforcing sustainability messages and increasing consumers' purchase intention towards green products. (Bryła et al., 2022; Nabila & Azijah, 2024; Tri Harto Katamso & Sugianto Sugianto, 2024)

However, amidst the rise of sustainability claims, the phenomenon of greenwashing has emerged, which is a marketing practice that misleads by creating a perception of being environmentally friendly that does not match reality. (TerraChoice, 2010 in Stephanie & Jirásek, 2023) identified seven main forms of greenwashing, such as claims without evidence (sin of no proof), use of false labels (sin of worshipping false labels), and ambiguous claims (sin of vagueness), which can significantly reduce consumer trust in brands. Greenwashing not only harms consumers, but also threatens the integrity of the industry and hinders collective efforts towards sustainability. (Hotimah, 2021; Pratama, 2023)

Brand image is one of the key factors that influence purchasing decisions and consumer loyalty. Brand image is formed from consumers' cumulative perceptions of brand quality, value, personality, and uniqueness (Aaker, 2022). A positive brand image can increase consumer confidence and strengthen green purchase intention, which is the intention to buy environmentally friendly products. Previous research shows that consumers tend to choose products from brands that have a good reputation in terms of sustainability and social responsibility (Tengku Firli Musfar, 2021; Yang et al., 2020).

Conversely, greenwashing practices have been shown to undermine consumer trust and reduce purchase intention for green products. Dishonesty in the delivery of sustainability information causes consumers to feel deceived, so they become more skeptical of environmental claims submitted by producers. Therefore, transparency and honesty in marketing communications are very important to build and maintain consumer loyalty. (KUSUMAWATI, 2020)

On the other hand, influencer marketing has become an effective strategy in building relationships between brands and consumers, especially in the digital era. Credible and authentic influencers can deliver sustainability messages in a more personalized and convincing way. (Sauki et al., 2025; Yang et al., 2020). Influencer marketing dimensions, which include reliability, knowledge, helpfulness, confidence, and articulation, contribute to communication effectiveness and increase green purchase intention (Lou & Yuan, 2018) in (Tengku Firli Musfar, 2021). Consumers tend to trust recommendations from influencers who are considered to have integrity and a good understanding of the product.

Green purchase intention itself is defined as the intention or tendency of consumers to buy environmentally friendly products. This intention is influenced by various factors, such as preference for green labeled products, willingness to pay more for sustainable products, and motivation to contribute to environmental preservation. Previous studies confirm that products with a strong brand image, free from greenwashing practices, and supported by credible influencers, are more likely to elicit purchase intentions from environmentally concerned consumers (Lou & Yuan, 2018; Yang et al., 2020)

Based on the description above, this research is focused on analyzing the influence of brand image, greenwashing, and influencer marketing on green purchase intention on *Somethinc* skincare products in Surabaya City. The findings of this study are expected to be the basis for companies in formulating effective and sustainable marketing strategies, as well as making a practical contribution to local skincare industry players to increase competitiveness and business sustainability amid consumer demands for socially and environmentally responsible products, and become an academic reference in the development of consumer behavior studies on environmentally friendly products in Indonesia.

## 2. RESEARCH METHOD

The type of research used in this study is descriptive quantitative. This approach was chosen to obtain an empirical description of the effect of brand image, greenwashing, and influencer marketing on green purchase intention of *Somethinc Calm Down Moisturizer* product consumers in Surabaya City.

The research population is all consumers of *Somethinc* products in Surabaya City. This city was chosen because it is one of the main consumer centers for local skincare products, especially *Somethinc*. Taking into account the number of indicators of the research variable, namely 16 indicators  $\times 8 = 128$  respondents.

The sampling technique used is purposive sampling, which is the selection of respondents based on certain characteristics relevant to the research problem. The respondent criteria set include age between 17 and 38 years, familiar with *Somethinc Calm Down Moisturizer* products, paying attention to the development of environmentally friendly skincare products, and active on social media such as Instagram and TikTok. Primary data was collected using a questionnaire that was structured with a Likert scale. Secondary data comes from other literature such as articles, journals and previous research. Data analysis was carried out using Structural Equation Modeling (SEM) based on *Partial Least Square (PLS)* with the help of SmartPLS 4.0 software.

### 2.1 Variable operational definitions

The independent variables used in this study are:

a. Brand image (X1)

Consumer perceptions of *Somethinc Calm Down Moisturizer* products which include:

1. Quality, namely the assessment of raw materials that are better than other products (X1.1)
2. Value, which is the function of the product that suits the needs of the skin. (X1.2)
3. Brand personality, in the form of relevant and transparent information. (X1.3)
4. Uniqueness, which is differentiation such as vegan ingredients and refill or recycled packaging. (X1.4)

b. Greenwashing (X2)

*Somethinc's* claims regarding environmentally friendly products that have not been supported by real evidence.

1. Sin Of No Proof, claims of natural/vegan ingredients without concrete evidence. (X2.1)
2. Sin Of Vagueness, use of the term "eco-friendly" without clear standards. (X2.2)
3. Sin Of Worshipping False Labels, eco-friendly claims without official certification. (X2.3)
4. Sin Of Fibbing, refill packaging and waste bank program but products still contain synthetic materials. (X2.4)

c. Influencer Marketing (X3)

*Somethinc Calm Down Moisturizer* promotion strategy through collaboration with Tasya Farasya.

1. Reliability, influencers share personal experiences. (X3.1)
  2. Knowledge, clear explanation of product information. (X3.2)
  3. Helpfulness, providing advice that suits consumer needs.(X3.3)
  4. Confidence, clear and smooth delivery of information. (X3.4)
  5. Articulation, delivery of information that is interesting and easy to understand. (X3.5)
- d. Green Purchase Intention (Y)  
 Consumer buying interest based on the environmental impact of the product purchased
1. intention to buy environmentally friendly products. (Y1)
  2. still intend to buy even though the price is more expensive (Y2)
  3. purchase intention due to positive contribution to the environment. (Y3)
- The theoretical model is visualized in the form of a path diagram that illustrates the direct cause-and-effect relationship between constructs.

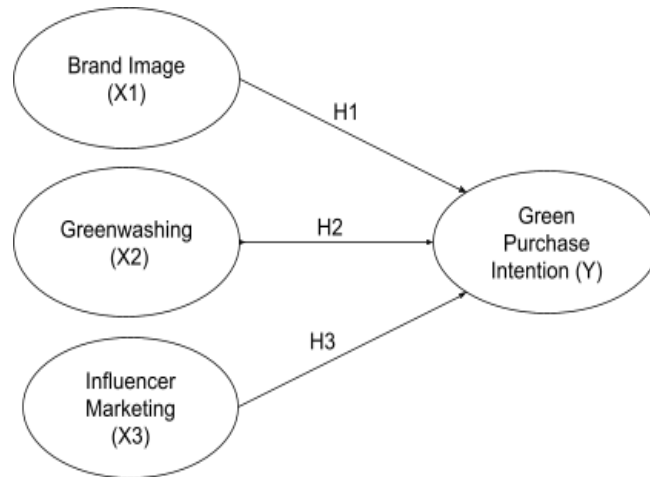


Figure 1. Path Analysis

Based on Figure 1, the path analysis, the following research hypotheses arise:

- H1. It is suspected that Brand Image has a positive effect on Green Purchase Intention of Somethinc skincare products in Surabaya City.
- H2. It is suspected that Greenwashing has a negative effect on Green Purchase Intention of Somethinc Skincare Products in Surabaya City.
- H3. It is suspected that Influencer Marketing has a positive effect on Green Purchase Intention of Somethinc Skincare Products in Surabaya City.

### 3. RESULTS AND DISCUSSION

#### 3.1 Definition of Research Objects

##### 3.1.1 Respondent Characteristics

Determination of respondent characteristics reflects the object of research which helps assess the objectivity of the study. The characteristics of 128 respondents who represent and are eligible to provide information through the questionnaire are presented in the following descriptive analysis of these respondents.

Table 1. Characteristics Respondents.

Characteristics	Information	Number	Percentage (%)	Total
Gender	Female	79	61,7 %	128
	Male	49	38,3 %	
Age	17-25	108	84%	128
	26-32	19	15%	
	33-38	1	1%	
Occupation	Student	42	33%	128
	Not Working	13	10%	
	Private Employee	26	20%	
	Freelance	9	7%	
	BUMN	6	5%	
	Civil Servants	12	9%	
	Entrepreneur	4	3%	

Characteristics	Information	Number	Percentage (%)	Total
Domicile	Military	1	1%	128
	Police	1	1%	
	Teacher	2	2%	
	Barista	1	2%	
	Highschool Student	7	5%	
	Nurse	1	1%	
	Freshgraduate	2	2%	
	Center Surabaya	28	21,9%	
	East Surabaya	25	19,5%	
	West Surabaya	32	25%	
Income	South Surabaya	43	33,6%	128
	< Rp. 500.000	12	9%	
	Rp. 500.00- Rp. 1 Million	44	34%	
	Rp. 1 Jt – 2 Million	28	22%	
	> Rp.2 Million	44	34%	

Based on Table 1, the respondents in this study are predominantly female (61.7%), within the 17–25 years old age range (84%). This finding indicates that the research sample is heavily represented by young women, specifically members of Generation Z, who are not only the primary consumer segment of skincare products but also one of the most digitally engaged and socially conscious cohorts. This aligns with current market trends where Gen Z is increasingly aware of environmental issues and actively seeks products that reflect sustainability values, such as *Somehinc Calm Down Moisturizer* with its refillable packaging and eco-friendly positioning.

In terms of occupation, the majority of respondents are students (33%), reflecting a demographic that is highly exposed to digital marketing, including influencer content, and tends to engage in discussions about ethical consumption on social media. Students often serve as trendsetters within their peer groups and are more likely to be influenced by brand narratives that emphasize environmental responsibility. However, their relatively limited purchasing power means that they may balance green values with price sensitivity, especially when choosing skincare products.

Geographically, most respondents reside in South Surabaya (33.6%), an urban area known for its access to shopping centers, online marketplaces, and exposure to marketing campaigns through both digital and offline platforms. Urban consumers tend to have greater access to information, which may increase their awareness of greenwashing practices making them more critical of superficial environmental claims that lack credible proof. This context adds relevance to the greenwashing variable in the study, particularly in understanding how urban youth interpret environmental marketing claims.

In terms of monthly income, the data shows an even distribution: 34% earn between Rp 500,000–1,000,000, and another 34% earn above Rp 2,000,000. This diversity indicates that green purchase intention is not limited to higher-income groups. The fact that a substantial portion of lower-income respondents still consider purchasing eco-friendly products suggests that environmental concern may outweigh economic barriers, especially among younger consumers. However, it also implies that for this demographic, brand trust and product credibility as reflected through brand image and influencer recommendations are crucial in justifying their purchase decisions.

Overall, the demographic characteristics of the respondents align well with the objectives of this study. The dominance of young, educated, and environmentally aware female consumers provides a strong basis for analyzing how brand image, perceived greenwashing, and influencer marketing influence their intention to purchase green skincare products. These findings highlight the importance for brands like *Somehinc* to maintain authentic environmental branding, avoid greenwashing pitfalls, and partner with credible influencers whose values resonate with their target audience.

### 3.2. PLS Interpretation Results

#### 3.2.1 Outlier Test Evaluation

Based on Table 2, the outlier test using Mahalanobis Distance, the maximum value obtained of 11.716 is still far below the critical limit set at 39.2523. This indicates that there are no significant outliers in the data of 128 respondents.

**Table 2.** Outlier Test Evaluation

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	9.43	12.87	11.26	.648	128
Std. Predicted Value	-2.822	2.496	.000	1.000	128
Standard Error of Predicted Value	.182	.619	.330	.105	128
Adjusted Predicted Value					
Residual					
Std. Residual	9.55	13.05	11.26	.643	128

	Minimum	Maximum	Mean	Std. Deviation	N
Stud. Residual	-5.430	4.335	.000	1.934	128
Deleted Residual	-2.774	2.215	.000	.988	128
Stud. Deleted Residual	-2.907	2.241	-.001	1.005	128
Mahal. Distance	-5.964	4.439	-.006	2.000	128
Cook's Distance	-2.999	2.278	-.002	1.013	128
Centered Leverage Value	.102	11.716	2.977	2.628	128
Predicted Value	.000	.207	.009	.020	128
	.001	.092	.023	.021	128
	9.43	12.87	11.26	.648	128

a. <sup>a</sup>Dependent Variable: Y

a. Convergent Validity

1. Outer Loading

As presented in Table 3, the Outer Loadings confirm that convergent validity is achieved for the constructs Brand Image (X1), Influencer Marketing (X3), and Green Purchase Intention (Y). All indicators for these variables have loading values above 0.50 and T-statistics greater than 1.96, indicating that each item significantly reflects its corresponding construct.

For Brand Image, all four indicators (X1.1–X1.4) are valid, with loadings ranging from 0.588 to 0.821 and T-statistics above the significance threshold. Similarly, Influencer Marketing indicators (X3.1–X3.5) demonstrate strong reliability, with loadings between 0.733 and 0.899 and T-statistics between 4.233 and 11.922. The Green Purchase Intention construct is also well-supported, as its three indicators (Y1–Y3) show high loadings (0.741–0.822) and strong statistical significance ( $T > 7.9$ ).

In contrast, the Greenwashing (X2) construct yields mixed results. Importantly, negative loadings are theoretically appropriate for this construct, as higher greenwashing perception is expected to negatively affect purchase intention. Indicators X2.1 (–0.382) and X2.2 (–0.390) show the expected direction but are not statistically significant ( $T < 1.96$ ). X2.4 and X2.5 are both valid (loadings = 0.743 and 0.805;  $T = 4.612$  and  $8.431$ ), while X2.3 (loading = 0.465;  $T = 1.085$ ) is not.

Overall, the model shows strong convergent validity for X1, X3, and Y. However, the validity of the Greenwashing construct is only partially supported. Future research is encouraged to refine or replace weak indicators to enhance the measurement of greenwashing perception.

**Table 3.** Outer Loadings (Mean, STDEV, T-Values)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV)	P Values
X1.1 <- X1	0,778	0,754	0,105	7,438	0,000
X1.2 <- X1	0,596	0,573	0,149	4,016	0,000
X1.3 <- X1	0,588	0,570	0,155	3,799	0,000
X1.4 <- X1	0,820	0,807	0,083	9,919	0,000
X2.1 <- X2	-0,382	0,606	0,364	1,052	0,147
X2.2 <- X2	-0,330	0,619	0,361	0,914	0,181
X2.3 <- X2	-0,399	0,647	0,361	1,105	0,135
X2.4 <- X2	0,453	0,587	0,413	1,098	0,136
X3.1 <- X3	0,762	0,657	0,260	2,935	0,002
X3.2 <- X3	0,669	0,579	0,264	2,535	0,006
X3.3 <- X3	0,802	0,680	0,323	2,479	0,007
X3.4 <- X3	0,776	0,644	0,326	2,378	0,009
X3.5 <- X3	0,510	0,421	0,312	1,636	0,051
Y1 <- Y	0,754	0,741	0,132	5,729	0,000
Y2 <- Y	0,761	0,747	0,110	6,927	0,000
Y3 <- Y	0,822	0,803	0,106	7,728	0,000

2. Average Variance Extracted

According to Table 4, the AVE test results for the Brand Image variable (X1) were 0.495, the Greenwashing variable (X2) was 0.155, the Influencer Marketing variable (X3) was 0.507, and Green Purchase Intention (Y) was 0.608. Thus, Influencer Marketing and Green Purchase Intention have good validity ( $AVE > 0.5$ ), Brand Image is marginal ( $AVE \approx 0.5$ ), Greenwashing is low ( $AVE < 0.5$ ).

**Table 4.** Average Variance Extracted (AVE)

	Average Variance Extracted (AVE)
Brand Image (X1)	0,495
Greenwashing (X2)	0,155

	Average Variance Extracted (AVE)
Influencer Marketing (X3)	0,507
Green Purchase Intention (Y)	0,608

3. *Construct Reliability*

As presented in Table 5, the Composite Reliability test results show that the Brand Image variable (X1) is 0.793, the Greenwashing variable (X2) is 0.113, the Influencer Marketing variable (X3) is 0.834, and the Green Purchase Intention variable (Y) is 0.823. Brand Image, Influencer Marketing, and Green Purchase Intention variables have values above 0.70, so it can be said that these three variables are reliable. Meanwhile, the Greenwashing variable has a value far below 0.70.

**Tabel 5.** Composite Reliability

	Composite Reliability (rho_c)
Brand Image (X1)	0,793
Greenwashing (X2)	0,113
Influencer Marketing (X3)	0,834
Green Purchase Intention (Y)	0,823

b. *Discriminant Validity*

1. *Cross Loading*

Based on the Table 6, results of cross loading, all indicators on the Brand Image (X1), Greenwashing (X2), Influencer Marketing (X3), and Green Purchase Intention (Y) variables have the highest loading factor values on their respective variables compared to other variables, so it can be concluded that all indicators in this study meet good validity criteria.

**Tabel 6.** Cross Loading

	X1 (Brand Image)	X2 (Greenwashing)	X3 (Influencer Marketing)	Y (Green Purchase Intention)
X1.1	0,778	-0,040	0,072	0,302
X1.2	0,596	0,095	0,024	0,115
X1.3	0,588	-0,163	-0,002	0,100
X1.4	0,820	-0,141	0,069	0,329
X2.1	-0,095	-0,382	-0,001	0,029
X2.2	-0,176	-0,330	-0,096	0,026
X2.3	-0,087	-0,399	-0,038	0,048
X2.4	-0,210	0,453	0,001	-0,094
X3.1	0,086	-0,037	0,762	0,166
X3.2	0,036	0,125	0,669	0,071
X3.3	0,015	0,055	0,802	0,097
X3.4	0,053	0,075	0,776	0,161
X3.5	0,082	0,042	0,510	0,026
Y1	0,234	-0,050	0,199	0,754
Y2	0,196	-0,103	0,138	0,761
Y3	0,359	-0,186	0,094	0,822

2. *Latent Variabel Correlations*

Based on Table 7, significant correlations were found: *Brand Image* is moderately positively correlated (0.352), *Greenwashing* is weakly negatively correlated (-0.155), and *Influencer Marketing* is weakly positively correlated (0.176) with *Green Purchase Intention*. The correlation between independent variables is low (<0.85), indicating no multicollinearity problem and supporting discriminant validity between constructs.

**Table 7.** Latent Variable Correlations

	BRAND IMAGE (X1)	GREEN WASHING (X2)	INFLUENCER MARKETING (X3)
BRAND IMAGE (X1)	1.000	-0.101	0.075
GREENWASHING (X2)	0.101	1.000	0.054
INFLUENCER MARKETING (X3)	0.075	0.054	1.000
GREEN PURCHASE INTENTION (Y)	0.352	-0.155	0.176

**3.2.2 PLS Model Analysis**

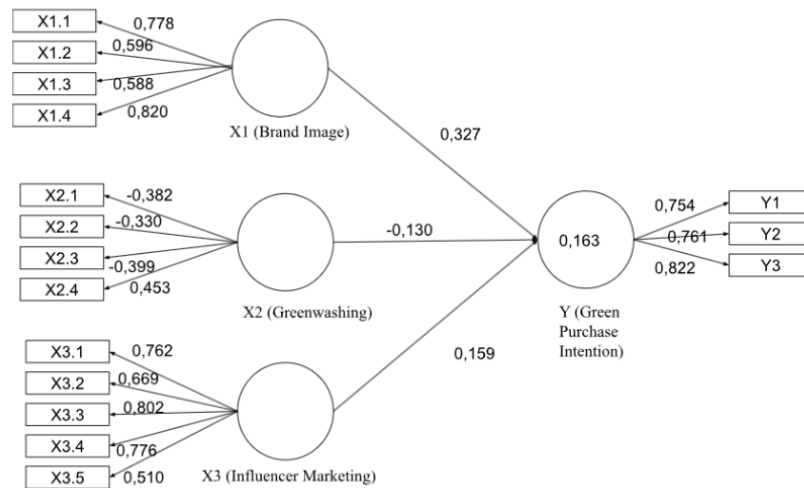


Figure 2. PLS Model Analysis

Based on figure 2, the loading factor analysis in the PLS model, indicator X1.4 (Uniqueness) with a value of 0.820 is the strongest contributor in forming Brand Image (X1). In the Greenwashing variable (X2), indicator X2.4 (Sin Of Fibbing) with a loading factor of 0.453 makes the largest positive contribution, while indicator X2.3 (Sin Of Worshipping Labels) has a negative value of -0.399, indicating an inverse relationship with the greenwashing construct. For Influencer Marketing (X3), indicator X3.3 (Helpfulness) with a loading factor of 0.802 is the most dominant aspect, showing that consumers' perception of how helpful the influencer is plays the biggest role in shaping the effectiveness of influencer marketing. In the Green Purchase Intention variable (Y), indicator Y3 (consumer intends to purchase green products due to positive environmental contribution) has the highest loading factor at 0.822, indicating that consumers' motivation to buy environmentally friendly products is strongly influenced by their belief that such actions have a positive impact on the environment. Overall, this loading factor analysis provides an understanding of which indicators most strongly represent each latent variable in the research model, with the highest loading factors having the greatest influence in shaping and explaining their respective constructs.

a. Inner Model

According to table 8, the R-Square value of Green Purchase Intention (Y) is 0.163, which means that this model is able to explain 16,3% of the variation in green purchase intention, while the remaining 83,7% is influenced by other variables outside the model and error factors. In other words, Brand Image, Greenwashing, and Influencer Marketing collectively account for 16,3% of the variation in Green Purchase Intention. Variables such as price and environmental knowledge can be considered for future research to improve the predictive ability of the model.

Table 8. R-Square

	R Square	R Square Adjusted
Green Purchase Intention (Y)	0,163	0,143

3.3 Hypothesis Testing

Hypothesis testing is assessed using the path coefficients and T-statistics from the inner model, as shown in the following table. The path coefficient indicates the direction and strength of the relationship between variables, while the T-statistic determines its significance.

A hypothesis is considered supported if the T-statistic > 1.96, indicating that the relationship is statistically significant at the 5% level. These values help evaluate whether each independent variable—Brand Image, Greenwashing, and Influencer Marketing—has a significant effect on Green Purchase Intention. The results in the table below serve as the basis for determining the acceptance or rejection of each hypothesis.

Table 9. Causality Test (Inner Weight)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV)	P Values
Brand Image (X1)					
-> Green Purchase Intention (Y)	0,327	0,350	0,070	4,675	0,000
Greenwashing (X2)					
-> Green Purchase Intention (Y)	0,130	0,046	0,148	0,879	0,190
Influencer Marketing (X3)					
-> Green Purchase Intention (Y)	0,159	0,177	0,114	1,388	0,083

Based on the table 9, the results of Hypothesis Testing are :

- H1 Brand Image has a positive and significant influence on Green Purchase Intention, with a path coefficient of 0.327 and a T-statistic value of  $4.675 > 1.96$  (T-table value  $Z\alpha = 0.05$ ), or a P value of  $0.000 < 0.05$ , with significant (positive) results. Hypothesis Accepted
- H2 Greenwashing has a negative and insignificant effect on Green Purchase Intention, with a path coefficient of -0.130 and a T-statistic value of  $0.879 < 1.96$  (T-table value  $Z\alpha = 0.05$ ), or a P value of  $0.190 > 0.05$ , with insignificant results. Hypothesis Rejected
- H3 Influencer Marketing has a positive and insignificant effect on Green Purchase Intention, with a path coefficient of 0.159 and a T-statistic value of  $1.388 < 1.96$  (T-table value  $Z\alpha = 0.05$ ), or a P value of  $0.083 > 0.05$ , with insignificant results. Hypothesis Rejected

### 3.3.1 The Effect of Brand Image on Green Purchase Intention

The brand image variable includes elements such as product quality, brand personality, and especially uniqueness, all of which contribute to shaping consumers' perception of the brand. Among these, uniqueness specifically the brand's initiative to introduce refillable packaging was found to be the most impactful. This finding aligns with the growing trend of environmental consciousness, where consumers are not only seeking quality and trustworthiness but also expect brands to offer tangible contributions to environmental sustainability, such as reducing plastic waste. Based on the research results, the first hypothesis is accepted, which means it can be conclusively stated that brand image has a positive and significant influence on green purchase intention specifically for the *Something Calm Down Moisturizer* products in the city of Surabaya. This finding highlights the critical role that a well-crafted brand image plays in shaping consumer behavior toward sustainability-oriented products. When consumers hold stronger, more favorable perceptions of a brand's image especially perceptions related to product quality, overall value, brand personality, and uniqueness their inclination to choose products that are environmentally friendly and sustainable also increases significantly. The data analysis in this study reveals that among these factors, the uniqueness dimension stands out, particularly the innovation of refill packaging. This refill packaging is identified as the dominant factor and a key driver that attracts consumers who have an acute awareness of environmental issues and are motivated to reduce waste.

This observation supports and reinforces previous findings by (TAMRIN, 2023) who explains that a brand image aligned with sustainability principles not only creates trust but also effectively boosts the consumer's intention to purchase green products. Trust, in this context, acts as a crucial mediator because consumers need assurance that a brand's green claims are genuine and reliable. Similarly, the research by (Dwipa Premesti et al., 2023) corroborates these results by demonstrating a positive influence of brand image on purchasing decisions within the e-commerce sector, suggesting that the impact of brand image on green purchase intention extends across different sales platforms and consumer environments

From a theoretical standpoint, these findings lend empirical support to Aaker's (2022) brand image framework, which emphasizes the importance of four key dimensions quality, value, personality, and uniqueness in building a strong brand image. According to Aaker, these elements are instrumental not only in differentiating a brand in a crowded market but also in positively affecting consumer purchase intentions by enhancing perceived product value and emotional connection to the brand. This research therefore confirms that these dimensions remain highly relevant and effective when applied to sustainability-oriented product categories, such as eco-friendly skincare.

Furthermore, the research conducted by (Sholihah & Ariescy, 2023) adds that strengthening the brand image through a green marketing strategy is pivotal in influencing consumer behavior patterns. They emphasize that when companies successfully project a credible and appealing green brand image, it triggers consumer alignment with the brand's sustainability values, ultimately leading to increased purchase intentions. This aspect is crucial for companies like *Something*, which aim to build long-term loyalty among environmentally conscious consumers.

(Nabila & Azijah, 2024) further contribute to this discourse by stating that a positive brand image not only enhances consumer confidence in product satisfaction but also mitigates perceived purchase risks. In other words, when consumers perceive a brand positively, especially regarding its commitment to sustainability, they feel more secure and less hesitant in their purchasing decisions. This reduction in perceived risk is particularly important in green products, where skepticism about greenwashing and false claims often exists.

Lastly, the role of packaging innovations as a component of brand uniqueness cannot be overstated (Rahmadhani & Widodo, 2023) highlight that unique aspects such as eco-friendly packaging designs, including refillable containers that contribute to waste reduction, represent some of the most attractive elements of a brand image for environmentally conscious consumers. These tangible actions toward sustainability not only differentiate the brand but also demonstrate its commitment to environmental responsibility, which resonates deeply with green consumers.

Overall, this comprehensive understanding of brand image and its components underscores the strategic importance for brands like *Something* to continuously innovate and communicate their green credentials effectively. By doing so, they not only meet the growing consumer demand for sustainable products but also build lasting brand equity grounded in trust, value, and environmental stewardship.

### 3.3.2 Influence of Greenwashing on Green Purchase Intention

Based on the research results, the second hypothesis is rejected, indicating that greenwashing does not have a significant effect on green purchase intention. Although the direction of influence is negative, the result is statistically insignificant.

This suggests that while consumers may recognize the presence of greenwashing in marketing claims, it does not strongly impact their intention to purchase environmentally friendly skincare products.

Although greenwashing showed a negative path coefficient, the influence was not statistically significant. This suggests that although consumers are increasingly aware of deceptive green claims, such as the use of false environmental labels (worshipping false labels), their purchase intention may still be primarily driven by trust in the overall brand image rather than isolated claims. This underlines the importance of credibility and transparency, especially in an era where consumers demand evidence-based environmental responsibility, such as through third-party certifications and clinical testing. Among the four greenwashing indicators—sin of no proof, sin of vagueness, sin of worshipping false labels, and sin of fibbing—the most prominent was worshipping false labels. This reflects consumer skepticism toward eco-labels or environmental claims that lack credible verification. Many respondents seemed wary of claims like “natural” or “eco-safe” without visible proof such as certification. However, this awareness was not strong enough to reduce purchase intention significantly.

This finding aligns with (Valencia et al., 2021) who argue that the impact of greenwashing on purchase intention tends to be indirect, typically operating through green brand equity. Similarly, (Hendarto, 2024) found that greenwashing negatively affects purchase intention, but only when mediated by green concern and moderated by religiosity. These studies suggest that other factors like personal values, brand trust, or environmental knowledge may influence how consumers process greenwashing, making its effect more complex than direct rejection. In the context of this study, the brand in question—Somethinc—may have maintained enough positive brand equity to outweigh skepticism. Consumers may have chosen to overlook potential greenwashing due to their trust in the brand’s overall image, quality, or past experiences. This could also reflect a general tolerance for minor inconsistencies, particularly if consumers believe the brand is at least trying to improve sustainability.

Although not statistically significant, the presence of skepticism toward false labels should still be seen as a warning sign. Over time, if brands continue to use vague or unsubstantiated claims, consumer trust may erode. As consumer awareness increases, especially among Gen Z, the demand for transparent, certified, and verifiable environmental claims is likely to grow. Therefore, brands should not underestimate the long-term risks of greenwashing. Even if current purchase intention is unaffected, perceptions of dishonesty or inauthenticity could influence future consumer behavior, particularly in competitive markets where consumers have more choices and greater access to information.

### 3.3.3 Influence of Influencer Marketing on Green Purchase Intention

The third hypothesis of this study was rejected, indicating that influencer marketing does not have a statistically significant effect on green purchase intention, despite the fact that the direction of the relationship is positive. This means that while influencer marketing efforts by figures such as Tasya Farasya are perceived somewhat favorably by consumers, these efforts alone are not strong enough to consistently drive consumers toward sustainable purchasing behaviors in the context of *Somethinc Calm Down Moisturizer* products in Surabaya. In particular, the analysis highlights that the helpfulness indicator is the highest-rated dimension within influencer marketing as perceived by consumers. This suggests that the information, product reviews, and recommendations shared by influencers like Tasya Farasya are indeed considered helpful and supportive in consumers’ decision-making processes. However, the statistical insignificance of this influence reveals that helpfulness alone, as conveyed through influencer marketing, does not translate into a firm or consistent intention to purchase green products.

This finding implies that influencer marketing, while a popular and growing promotional strategy, has yet to fully substitute more fundamental and deeply rooted factors such as brand image or consumers’ personal environmental values when it comes to motivating green purchase intentions. Consumers may appreciate the information provided by influencers, but their ultimate decision to purchase sustainable products appears to rely more heavily on the strength of the brand’s sustainability reputation and their own commitment to environmental causes. This nuanced understanding aligns with the findings of (Carissa & Aruman, 2019) who state that the effect of influencer marketing on purchase intention for sustainable products tends to be relatively weak or limited. Their research suggests that influencer marketing alone may not be sufficient to create a lasting behavioral change toward green consumption.

Similarly (Putri & Dermawan, 2023) emphasize that while influencers can indeed impact purchasing decisions, the degree of their effectiveness depends largely on the credibility of the influencer and how well their values align with those of the product and its target consumers. This is crucial because consumers today are becoming more discerning and expect authenticity and genuine advocacy from influencers, especially in the realm of sustainability. (Nabella et al., 2023) add an important perspective by noting that influencers primarily play a role in providing recommendations that facilitate indirect selling rather than directly driving purchase decisions. Their influence, therefore, may be more about raising awareness and creating interest rather than generating immediate green purchase intentions.

Moreover, (Sari & Aminah, 2024) emphasize that the ease of access to influencer content and the rapid dissemination of information through social media platforms contribute to the popularity of influencer marketing. Despite this popularity, they caution that such wide reach and ease of communication do not necessarily guarantee a significant impact on consumer behavior toward purchasing green products. This highlights the complexity of consumer decision-making in the green market, where multiple factors interplay and mere exposure to influencer messages is insufficient to elicit strong purchase intentions.

Regarding influencer marketing, the most positively perceived dimension was helpfulness, indicating that influencers, such as Tasya Farasya, were effective in delivering informative content about skincare products. However, despite the positive reception, influencer marketing did not significantly influence green purchase intention. This points to a growing skepticism among consumers, who may require more than just promotional content they seek alignment between influencer values and environmental responsibility. Thus, the effectiveness of influencer marketing may depend on the influencer's credibility and consistent messaging around sustainability topics.

Overall, the results of this study strengthen and extend previous research by confirming that while brand image remains a strong and significant predictor of green purchase intention, influencer marketing and greenwashing, in this specific context of *Something Calm Down Moisturizer* products in Surabaya, do not exhibit a statistically significant influence. These findings underscore the importance for brands to focus on building a robust and credible brand image rooted in sustainability values, rather than relying heavily on influencer marketing as a primary driver for green purchasing behavior.

Additionally, this research highlights the critical role of sustainability innovation and transparent communication in fostering consumer trust. Transparent communication about the product's green attributes, including honest messaging about environmental impact and ethical production, is essential to differentiate local brands like *Something* in an increasingly competitive skincare market. In a market where consumers are becoming more environmentally conscious and skeptical of greenwashing, brands that innovate in sustainability and communicate these innovations clearly are better positioned to build trust and long-term loyalty among their consumer base.

## 4. CONCLUSION

This study examines the influence of brand image, greenwashing, and influencer marketing on green purchase intention of *Something* skincare products in Surabaya. The findings show that brand image significantly influences green purchase intention, with uniqueness such as refill packaging being the most impactful indicator, reflecting consumer preference for brands demonstrating real environmental commitment. In contrast, greenwashing and influencer marketing did not show significant effects; although consumers recognize false environmental claims and find influencer content helpful, these factors alone are insufficient to shape green purchasing behavior without credibility and value alignment. The study contributes to green marketing literature in the Indonesian context by highlighting that not all promotional strategies are equally effective in encouraging sustainable behavior, and that authenticity and transparency are essential. Practically, brands should focus on product innovation, verifiable eco-claims, and collaborating with sustainability-oriented influencers to build trust and relevance. However, this study has limitations: the geographic focus on Surabaya and a sample dominated by young female students may not represent broader consumer behavior, and it only tested three variables. Future research should expand respondent profiles across regions, genders, and age groups, and include factors such as environmental knowledge, consumer trust, social norms, and price sensitivity. Qualitative methods like interviews or focus groups are also recommended to explore deeper motivations behind green purchase behavior.

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