



## Determinants on Green Repurchase Intention Vegan Skincare Products: The Mediation of Attitude Towards Behavior

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**ABSTRACT:** This research aims to examine determinants on green repurchase intention, mediated by attitude towards behavior in vegan skincare products from The Body Shop. The data analysis technique used is descriptive test, multiple regression using SPSS version 25 and sobel test. The number of respondents involved in this reasearch were 271 samples dominated by women from 842 thousand population instagram followers @thebodyshop. Data collection techniques using random sampling which is included in the probability sampling. Of the seven proposed research hypotheses supported by empirical data. The finding of study indicate that attitude towards behavior mediates the effect of green knowledge and green perceived value on repurchase intention. The results of this study are also expected to be useful for managing the assessed object related to the design of a strategy or program that is relevant to improving the quality of the attributes.

**Keywords:** Green Knowledge, Green Perceived Value, Attitude Towards Behavior, Green Repurchase Intention



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## INTRODUCTION

In the 21st century, environmental issues have become a global concern. Seeing human activities, especially in the industrial sector, seem to exploit natural resources excessively, has a significant impact on causing an increase in global temperature (Zambon et al., 2019). Based on the World Wild Fund Life (WWFL) report, the highest percentage of natural resource use is China at 28%, the United States 17%, Russia 8%, India 7% and Brazil 3% (World wild life, 2020). The act of exploitation is an effort to pursue human welfare without considering future sustainability

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(Zambon et al., 2019). Many companies use animal testing methods to maintain their reputation and still create products that are safe for humans.

Concerns about high industrial activity and world population growth negatively impacting the environment have led businesses to change their perspective on the environmental degradation they face by moving towards green marketing (E. S.-T. Wang & Li, 2021). The presence of organic or vegan-based skin care products can provide added value in meeting consumers' needs and desires to look beautiful (Y.-K. Lee, 2020). Therefore, they apply this awareness in trying to care for their bodies by considering vegan-based beauty products and actively supporting environmentally friendly products (Lin et al., 2019). The Body Shop company is a cosmetics and skincare brand known for its ethical beauty campaign by creating products made from natural ingredients and ethically produced without animal testing and prioritizing the use of environmentally friendly ingredients (Sasaron, 2022).

Around 81% of consumers worldwide strongly consider environmental factors when buying products, while 72% of consumers look for products that come from sustainable sources and in the same year sales of green products globally only reached 22.3% compared to conventional product categories (Chapman, 2019). Previous literature reveals a visible gap between consumers who show positive attitudes and their actual purchasing practices, only about 67% of consumers show positive attitudes towards purchasing organic products but only 4% buy these products (Diwyarthi et al., 2022; 2021 Costa et al.; Zubaidah & Latief, 2022; Y. Wang et al., 2020). Futhermore, there is a decrease in repurchase interest for the body shop product as seen from the Indonesian Top Brand Index report graph as follows:



Source: Top Brand Index.com

Based on the Top Brand Index report, users of The Body Shop products in 2022 amounted to 44.90% and there was a decrease in 2023 to 39.50% (Top Brand Awards, 2023). That is, this shows a decrease in repurchase interest in The Body Shop's environmentally friendly skincare products. This is reinforced in a research report conducted by the Indonesian Embassy in 2021 stating that

only 13% of consumers in Indonesia pay attention to the environment when buying products ([Yusilawati, 2018](#)). This situation indicates that, despite consumers actively endorsing the repurchase of vegan skincare products to minimize adverse effects on the environment, their inclination to engage in repeated purchases has not materialized ([E. S.-T. Wang & Li, 2021](#)).

Green repurchase intention is desire of consumers to buy green products in the future that have a low impact on the environment and want to take better action by choosing sustainable products. According to [Shava \(2022\)](#) Green repurchase intention is intention of consumers to repurchase or repurchase green products or services after having a positive experience in previous purchases. The factors that influence buying interest are related to feelings, knowledge, the benefits they feel from using the product, which will strengthen consumer interest and attitudes to buy again in the future ([Aditi et al., 2020](#)). Attitude towards behavior is formed through feelings and thoughts regarding the acceptance or rejection of a particular action ([Adiputra & Aoleria, 2023](#)). Green knowledge is denoted as a green node in the memories of consumers, encompassing diverse associations linked to environmental dedication and concerns ([Nguyen et al., 2019](#)). Green knowledge is needed for understanding the impact of utilizing green products and the advantages experienced through their usage ([Rahmawati & Setyawati, 2023](#)). If the product adds value and consumers perceive the benefits to themselves and their environment to be higher than the sacrifices, then the perceived green value will be higher. Green perceived value is a positive perception or assessment from consumers of the benefits and value obtained from environmentally friendly products or services ([Roh et al., 2022](#)). According to [Liao et al., \(2020\)](#) Green perceived value is a person's perception of the overall consumer assessment of the benefits of products and services based on the desire for environmental conditions that consumers want, sustainable expectations, and green needs. In addition, the previous research variables are very relevant because they have compatibility with the product sector under study, namely environmentally friendly products. However, what makes the difference in this study is The Body Shop product sector as the object being assessed. This research involves customers who use environmentally friendly products and follow the @thebodyshop Instagram account as a research sample. Based on the description above, this study is intended to determine the gaps in previous research using theory planned behavior by examining determinants on green repurchase intention vegan skincare products The Body Shop in developing countries, especially Indonesia with mediation variable of attitude towards behavior.

### Hypothesis Development

Based on previous research, it is stated that green repurchase intention is positively influenced by green knowledge is important in terms of an individual's understanding of aspects of the environment and how they relate to human life. Every human's knowledge of environmental problems and ways to solve them. With this, consumers who have knowledge about environmentally friendly products will increase their awareness, thereby encouraging consumer attitudes towards environmentally friendly products ([Ferry & Astuti, 2021](#)). Therefore, green knowledge can influence attitude towards behavior ([Sabono & Murwaningsari, 2022](#)). This is supported by the results of research [Okumus et al., \(2019\)](#); [Indriani et al., \(2019\)](#) [Zaremohzzabieh](#)

[et al., \(2021\)](#) in China, Manado, Turkey and Taiwan Based on this, the authors propose the following research hypothesis:

H1 : Green Knowledge has a positive effect on Attitude Towards Behavior

Green perceived value is the perceived value of a result or benefit that customers receive in relation to the total cost ([W. Lee et al., 2023](#)). If an environmentally friendly product or service provides significant added value for consumers and then considers that green products provide positive environmental benefits and contribute to environmental sustainability by tending to have a positive attitude towards green products with a tendency to have a positive attitude towards these products ([Xu et al., 2022](#)). This is a factor that can shape consumer attitudes that support environmentally friendly products or brands even if consumers who get more benefits to themselves and the environment than the costs incurred. Therefore, green perceived value can influence attitude towards behavior. This is supported by the results of [Kim et al., \(2020\)](#); [Liao et al., \(2020\)](#) in Korea and Taiwan. Based on this, the authors propose the following research hypothesis:

H2 : Green Perceived Value has a positive effect on Attitude Towards Behavior

According to [Rahman et al., \(2020\)](#) green knowledge is individual knowledge about environmental issues such as pollution, global warming, and environmental degradation. Basically, consumers must have knowledge about the environment so that this can be a consideration when buying or consuming environmentally friendly products ([Wahyuningtias & Artanti, 2020](#)). Some studies state that consumer knowledge related to products that provide benefits not only for themselves but also for the environment affects the interest in repurchasing environmentally friendly products. This is supported by the results of research by ([Singh & Alok, 2022](#)); ([Bhutto et al., 2023](#)) which state that green knowledge has a positive effect on green repurchase intention in India and Pakistan. Based on this, the authors propose the following research hypothesis:

H3 : Green Knowledge has a positive effect on Green Repurchase Intention

Green perceived value of sustainability is a psychological factor that influences the behavior of a consumer and how they assess an environmentally friendly product with what is sacrificed ([Suhartanto et al., 2021](#)). If a product offered can meet the needs and desires of consumers, it can increase repurchase interest. Green repurchase intention is a consumer commitment to repurchase the same product or service and make it a habit ([Nguyen et al., 2019](#)). Therefore, green perceived value can influence attitude towards behavior. This is supported by the results of research [Aditi et al., \(2020\)](#); [Gilitwala & Nag, \(2021\)](#); [Xu et al., \(2022\)](#) in Indonesia, Taiwan and Hongkong. Based on this, the authors propose the following research hypothesis:

H4 : Green Perceived Value has a positive effect on Green Repurchase Intention

Attitude towards behavior is influenced by various factors such as individual beliefs, previous experiences, social norms, and other environmental factors. Attitude towards behavior influences the likelihood of individuals to adopt and maintain certain behaviors and is often considered an important predictor in human behavior in choosing a product and making consumers more likely to buy it. If someone has a positive attitude towards environmentally friendly behaviors such as

reducing the use of single-use plastics, recycling, or buying environmentally friendly products, it is likely that they will also have a stronger intention to repurchase the product or service in the future. Positive attitudes towards green behaviors can create positive experiences and added value in the minds of consumers, which in turn can encourage them to consider and even repurchase products or services that have a positive impact on the environment ([Ayuaspharalinda & Tanuwidjaja, 2021](#); [Hussain et al., 2023](#)). This is supported by the results of ([Kapoor et al., 2022](#); [Wardani et al. 2023](#)); [Josephine & La Are, \(2022\)](#) in the UK, India, Indonesia. Based on this, the authors propose the following research hypothesis:

H5: Attitude Towards Behavior has a positive effect on Green Repurchase Intention

Attitudes related to individual evaluations of behavior or actions based on consumer knowledge of future purchase intention on environmentally friendly products are reflected in several studies which state that consumer knowledge related to products that provide benefits not only for themselves but contribute to the environment can affect future repurchase interest in products mediated by consumer attitudes towards product-related assessments ([Bhutto et al., 2023](#)); ([Situmorang et al., 2021](#)). Knowledge of environmental issues that can affect how a person perceives and responds to environmentally friendly behavior, which in turn can affect attitudes related to their intention to repurchase environmentally friendly products. This is supported by the results of research [Farias et al., \(2019\)](#); ([Situmorang et al., 2021](#));([Christanto et al., 2023](#)) in Brazil and Indonesia. Based on this, the authors propose the following research hypothesis:

H6: Attitude Towards Behavior plays a mediating role in the influence of Green Knowledge on Green Repurchase Intention skincare vegan products The Body Shop.

Furthermore, green perceived value is the overall consumer assessment of the benefits of products and services based on the desire for environmental conditions that consumers want, sustainable expectations, and green needs so that consumers tend to be more motivated to buy these products or services because they see them as an investment in environmental welfare ([Sinambela et al., 2022](#)). Then, Attitude towards behavior is an evaluation or attitude of individuals including individuals' positive or negative assessments of behavior, as well as their level of desire or intention to perform the behavior. Attitude towards behavior is influenced by various factors such as individual perceptions and previous experiences. This affects the likelihood of individuals to adopt and maintain certain behavioral interests. This is supported by the results of research by [Xu et al. \(2022\)](#); [Liao et al. \(2020\)](#); [Alhamad et al. \(2023\)](#) in Malaysia, Hong Kong and Indonesia. Based on this, the authors propose the following research hypothesis:

H7: Attitude Towards Behavior plays a mediating role in the influence of Green Perceived Value on Green Repurchase Intention skincare vegan products The Body Shop.

## **METHOD**

This research uses descriptive analysis with quantitative methods using a questionnaire with a measuring scale is a Likert scale of 1-5. The object of research is on The Body Shop's environmentally friendly vegan skincare products in Indonesia, To calculate the sample with the total population based on The Body Shop @thebodyshopindo Instagram account of 842 thousand followers. Due to the limited time and costs that the author has, therefore the researcher uses a research sample that is used to represent the population that has been determined, in this study determining the sample with the Slovin formula, the following below is the Slovin formula:

$$n = \frac{N}{1 + Ne^2}$$

Description:

N = Total population

e = Margin of error (maximum tolerable error rate) 5%

n = Number of samples

Then the sample size of this study was determined as follows:

$$n = \frac{842.000}{1 + (842.000(0,05^2))}$$

$$n = 271,17$$

Based on the calculation using the Slovin formula above, the sample size in this study was 271.17 respondents or rounded up to 271 samples for respondents with proportional random technique. with proportional random technique. The data analysis technique used is descriptive test, multiple regression using Statistic Program of Social Science (SPSS) version 25 and sobel test.

### **Variable Type and Indicator**

The dependent variable in this study is green repurchase intention (Y). Two independent variables – green knowledge (X1) and green perceived value (X2). Attitude towards behavior, however is the mediating variable (Z).

**Table 1. Operationalization of Variables**

Construct Variable	Variable Definitions	Indicator	Scale
<b>Green Knowledge</b>	<p>A set of ecological knowledge possessed by individuals regarding environmentally friendly products with The better the environmental knowledge possessed by consumers, the more consumers will know about the quality of green products and will increase their motivation to use green products. <a href="#">(Aisyah &amp; Shihab, 2023).</a></p>	<ul style="list-style-type: none"> <li>• Knowing that the product has natural ingredients derived from plants.</li> <li>• Knowing that the product is not tested on animals.</li> <li>• Knowing that the product has easily recyclable packaging.</li> <li>• Knowing that it is a good idea to consume green products</li> <li>• Knowing that consuming green products helps save the earth and reduce waste.</li> <li>• Knowing that consuming environmentally friendly products with natural ingredients is an effort to maintain health.</li> <li>• Knowing that environmental issues are caused by products that are not responsible in using natural resources.</li> <li>• Knowing the environmental issues related to</li> </ul>	Interval



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			<ul style="list-style-type: none"> <li>products that have been tested on animals.</li> <li>Knowing the issues of a polluted environment related to the large amount of cosmetic waste.</li> </ul>	
<b>Green Value</b>	<b>Perceived Value</b>	The customer's assessment of the benefits or value obtained at the cost of a product or service that is environmentally responsible. ( <a href="#">Aditi et al., 2020</a> ; <a href="#">Alhamad et al., 2023</a> ).	<ul style="list-style-type: none"> <li>Impressions on the suitability of the product's benefits in brightening the face.</li> <li>Impressions on the suitability of the product's benefits in moisturizing the face.</li> <li>Impressions about the suitability of product benefits in beautifying the face.</li> <li>Impressions about the suitability of skincare benefits in increasing self-confidence.</li> <li>Consumer awareness of value with the impact that will happen to him.</li> <li>Consumer awareness of value with the impact that it will have on others.</li> <li>Consumer awareness of the</li> </ul>	Interval



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		<ul style="list-style-type: none"> <li>value of the impact on animal species.</li> <li>• Consumer awareness of the value of the impact on plant species.</li> <li>• Impressions of the quality of plant-based products for the cost involved.</li> <li>• Impression of the product's ability to protect the skin from ultraviolet rays.</li> <li>• Impression of the product's ability to absorb quickly on the skin.</li> <li>• Impression of the product's ability to be easily applied to the skin.</li> <li>• Impressions about the visual appeal of environmentally friendly packing at the cost of sacrifice.</li> </ul>	
<b>Attitude Towards Behavior</b>	A person's feelings and beliefs regarding certain behaviors or actions. ( <a href="#">Hwang et al., 2021</a> ; ( <a href="#">Ayaviri Nina et al., 2022</a> ).	<ul style="list-style-type: none"> <li>• Confidence in products with natural ingredients.</li> <li>• Confidence in products with packaging that is easy to recycle.</li> <li>• Confidence in product packaging can reduce the volume of waste.</li> </ul>	Interval

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		<ul style="list-style-type: none"><li>• Confidence in the product can be relied upon as an environmentally friendly product.</li><li>• Confidence in the product in implementing a sustainability system.</li></ul>	
<b>Green Repurchase Intention</b>	Customer's willingness to buy green products repeatedly ( <a href="#">Singh &amp; Alok, 2022</a> ).	<ul style="list-style-type: none"><li>• Willingness to purchase green products in the future.</li><li>• The desire to refer environmentally friendly products to others.</li><li>• The desire to make environmentally friendly products the first choice.</li><li>• The desire to always seek information related to environmentally friendly products.</li></ul>	Interval

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## RESULT AND DISCUSSION

This study produces information in the form of respondent profiles obtained from the results of data collection collected in this study as many as 271 users of The Body Shop environmentally friendly skincare. Respondents who filled out this research questionnaire were dominated by respondents aged 27-40 years, namely 105 people (39%), female gender as many as 202 people (75%), work as private employees as many as 136 people (47%), with an income of Rp. 5,000,001 - 10,000,000 as many as 85 people (31%), married status has children as many as 144 people (53%), type of walking sport as many as 56 people (21%), have a hobby of walking in nature as many as 103 people (38%). This explanation is important to convey because it is related to the answers given by users to all questions asked in the questionnaire which reflect demographic, geographic and behavioral characteristics.

Validity and Reliability Test

Tabel 2. Validity and Reliability Test Result

Items	Instrument Validity Test	Instrument Reliability Test
	Result	Result
	$R_{count}$ ( <i>Pearson Correlation</i> )	<i>Cronbach's Alpha</i>
<b>Green Knowledge</b>		
Item 1	0,782	0,769
Item 2	0,631	
Item 3	0,654	
Item 4	0,761	
Item 5	0,805	
Item 6	0,809	
Item 7	0,760	
Item 8	0,679	
Item 9	0,791	
<b>Green Perceived Value</b>		
Item 1	0,786	0,761
Item 2	0,636	
Item 3	0,747	
Item 4	0,732	
Item 5	0,609	
Item 6	0,710	
Item 7	0,790	
Item 8	0,875	
Item 9	0,691	
Item 10	0,627	
Item 11	0,738	
Item 12	0,629	
Item 13	0,717	
<b>Attitude Towards Behavior</b>		
Item 1	0,616	0,795
Item 2	0,711	
Item 3	0,850	
Item 4	0,766	
Item 5	0,762	
<b>Green Repurchase Intention</b>		
Item 1	0,748	0,795
Item 2	0,926	
Item 3	0,920	
Item 4	0,807	

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Validity and reliability test result state that all items on the questionnaire are declared valid, because all  $r$  counts of each statement in the questionnaire are greater than  $r$  table, namely 0.3610. The results of reliability testing, it is known that the Cronbach's alpha value for the green knowledge instrument, green perceived value, attitude towards behavior, green repurchase intention is in the range of 0.70.

## Descriptive Test

**Tabel 3. Descriptive Test Result**

	Descriptive Statistics					
	N	Min	Max	Mean	Std. Dev	
	Value	Value	Value	Statistic	Std. Error	Statistic
Green Knowledge	271	20	45	33.47	.367	5.552
Green Perceived Value	271	26	65	52.46	.485	7.339
Attitude Towards Behavior	271	11	25	19.04	.219	3.308
Green Repurchase Intention	271	8	20	15.40	.176	2.666
Valid N (listwise)	271					

**Source:** Author's compilation

Category it can be seen in the continuum line drawing below:

Very Low	Low	Moderately High	High	Very High
1,00-1,80	1,81- 2,60	2,61 – 3,40	3,41 – 4,20	4,21 – 5,00

In this study, descriptive test based on table 2, it can be explained that green knowledge have a minimum value of 20, a maximum value of 45, an average value of 33.47, and a st. dev of 5.552. This shows that the std dev value is lower than the average value. This means that the distribution of questionnaires to respondents regarding green knowledge variables is evenly distributed. This it can be concluded that users' green knowledge of The Body Shop's environmentally friendly vegan skincare products is in the high category.

Then, for green perceived value, it has a minimum value of 26 and a maximum value of 45, with an average value of 52.46 and a st. deviation of 7.339, This means that the distribution of questionnaires to respondents regarding green perceived value variables is evenly distributed. This it can be concluded that users green perceived value of The Body Shop's environmentally friendly vegan skincare products is in the high category.

The minimum flow attitude towards behavior is 11, the maximum value is 25, the average value is 19.04, and the std. dev is 3.308. This means that the distribution of questionnaires to respondents regarding attitude towards behavior variables is evenly distributed. This it can be concluded that

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users attitude toward behavior of The Body Shop's environmentally friendly vegan skincare products is in the high category.

Furthermore, green repurchase intention value has a minimum value of 8, a maximum value of 20, an average value of 15.40, and a st. deviation of 2.666. This means that the distribution of questionnaires to respondents regarding green repurchase intention variables is evenly distributed. This it can be concluded that users green repurchase intention of The Body Shop's environmentally friendly vegan skincare products is in the moderately high category.

## Hypothesis Test

### Multiple Regression with Partial Significance and T Test

The test was conducted using a value of significance  $< 0.05$  ( $\alpha = 5\%$ ) and  $t \text{ count} > t \text{ table}$ .  $t \text{ table} = t(a/2 ; n-k-1)$

Description:

$n$  = Sample

$k$  = Number of variable

$a = 0,05$

T table is 1.65798 (Regression Model I) 1.65810 (Regression Model II) which means the hypothesis is accepted.

**Table 4. Regression Model I**

		Coefficients <sup>a</sup>		T	Sig
		Unstandardized Coefficients	Standardized Coefficients		
Model		B	Std. Error	Beta	
1	(Constant)	1.286	.863		1.491 .137
	Green Knowledge	.329	.026	.552	6.529 .000
	Green Perceived Value	.178	.020	.394	8.951 .000

a. Dependent Variable: Attitude Towards Behavior

**Source:** Author's compilation

Based on table 4, the first multiple regression equation can be obtained as follows:

$$Y_1 = 1,286 + 0,329 X_1 + 0,178 X_2 + \epsilon_2$$

Referring to the first multiple regression equation, it can be seen that the constant is worth 1.286, which shows that if all variables are zero, then attitude towards behavior will be worth 1.286 units. From this equation, it is known that green knowledge and green perceived value have a positive effect on attitude towards behavior based on the calculated t values of 6.529 and sig. value of 0.000 and t values 8.951 and sig. value 0.000, which are greater than the t table value of 1.65798 and sig  $< 0.05$ . So, H1, H2 is accepted. In this way, the management of The body shop can prioritize improving the quality of all indicators that form green perceived value and create campaign

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programs for environmentally friendly products and environmentally friendly programs that are expected to increase green knowledge which has a positive impact on attitudes towards behavior.

**Table 5. Regression Model II**

Model		Coefficients <sup>a</sup>		T	Sig	
		Unstandardized	Standardized			
		Coefficients	Coefficients			
		B	Std. Error	Beta		
1	(Constant)	.133	.618		.216	.829
	Green Knowledge	.090	.024	.187	3.684	.000
	Green Perceived Value	.053	.016	.145	3.198	.002
	Attitude Towards Behavior	.499	.047	.620	5.541	.000

a. Dependent Variable: Green Repurchase Intention

**Source:** Author's compilation

Based on table 5, the second multiple regression equation can be obtained as follows:

$$Y_2 = 0,133 + 0,090 X_1 + 0,053 X_2 + 0,499 X_3 + \epsilon_2$$

Referring to the first multiple regression equation, it can be seen that the constant is worth 0.133, which shows that if all variables are zero, then green repurchase intention will be worth 0.133 units. From this equation, it is known that green knowledge and green perceived value has a positive effect on green repurchase intention by obtaining a t value of 3.684 and sig. value of 0.000 and t value of 3.198 and sig. value of 0.002. So H3 and H4 is accepted, meaning that green knowledge and green perceived value has a positive and significant effect on green repurchase intention. Furthermore, Attitude towards behavior has a positive effect on green repurchase intention by obtaining a t. value of 5.541 and sig. value of 0.000. So H5 is accepted, meaning that Attitude towards behavior has a positive effect on green repurchase intention. In this way, the management of The body shop can prioritize improving the quality of all indicators that form green perceived value and create campaign programs for environmentally friendly products and environmentally friendly programs that are expected to have a positive impact on attitudes towards behavior.

### Sobel Test

The second step related to two hypotheses six and hypothesis seven was carried out using the sobel test. [Kusumastuti & Kumalasari \(2017\)](#) state that to measure the level of indirect effect between variables, it is necessary to determine the tcount of the ab coefficient using the calculation of ab divided by  $S_{ab}$  as formulated as follows:

$$t = \frac{ab}{S_{ab}}$$

Description:

t = calculated t value

a = regression coefficient of the independent variable on the intervening variable

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b = regression coefficient of the intervening variable on dependent variable

S<sub>ab</sub> = large standard error of indirect influence

Meanwhile, to determine S<sub>ab</sub> from the calculation formulation of t<sub>hitung</sub> as stated [Kusumastuti & Kumalasari \(2017\)](#) state that to test the significance of the indirect effect, it is necessary to determine the tcount of the coefficient abas follows:

$$S_{ab} = \sqrt{b^2 S_a^2 + a^2 S_b^2 + S_a^2 S_b^2}$$

Description:

S<sub>ab</sub> = standard error of indirect effect

a = regression coefficient of the independent variable on intervening variable

b = regression coefficient of the intervening variable on dependent variable

S<sub>a</sub> = standard error of coefficient a

S<sub>b</sub> = standard error of coefficient b

**Table 6. Sobel Test**

Relationship Between Variables	a	b	S <sub>a</sub>	S <sub>b</sub>	Sobel Test Results	Sobel Test Acceptance Criteria	Interpretation
Green knowledge → attitude towards behavior → green repurchase intention	0,329	0,499	0,026	0,047	8.13336	t count > t table = 1,98063	Attitude towards mediates the influence of green knowledge on green repurchase intention.
Green perceived value → attitude towards behavior → green repurchase intention	0,178	0,499	0,020	0,047	6.82055	t count > t table = 1,98063	Attitude towards mediates the influence of green perceived value on green repurchase intention.

**Source:** Author's compilation



Description:

a = regression coefficient of exogenous variables on intervening variables

b = regression coefficient of intervening variables on endogenous variables

Based on the table above, it displays the results of the attitude towards behavior role test in mediating the effect of green knowledge and green perceived value on green repurchase intention. Based on the sobel test, the  $t_{count}$  results show that there is an effect of green knowledge and green perceived value on green repurchase intention through attitude towards behavior as an intervening variable with  $t_{counts}$  of 8.13336 and 6.82055 respectively with a  $t_{table}$  value of 1.98063. So H6 and H7 is accepted, Attitude towards behavior plays a role in mediating the influence of green knowledge and green perceived value on green repurchase intention.

### CONCLUSION

The results successfully proved that green knowledge and green perceived value have a positive effect on attitude towards behavior. The better consumer knowledge and the high characteristics of the value perceived by consumers regarding environmentally friendly vegan skincare products, consumers will feel more confident about buying these products. Then green knowledge, green perceived value and attitude towards behavior a positive effect on green repurchase intention. This means that the higher the consumer's knowledge, the higher the value that customer feels on the product and the higher the consumer's confidence in the adopted behavior, higher the interest in green repurchase intention in skincare vegan products.

Attitude toward behavior has been demonstrated to function as an intermediary factor between green knowledge and green perceived value concerning the green repurchase intention. This illustrates that attitude toward behavior can serve as a mediating mechanism in the relationship between green knowledge and the green repurchase intention of vegan skincare products. In instances where green knowledge is elevated, and green perceived value is enhanced, it will subsequently influence attitude toward behavior, thereby contributing to an augmentation in consumer repurchase inclination. Recommendations for companies include initiating green awareness campaigns to amplify consumer knowledge and bolster corporate image, followed by intensifying sustainability efforts related to products to continually offer novel innovations and added value perceptible to consumers.

Future researchers are encouraged to broaden the scope of their study, not confining it solely to the cosmetics industry. It is recommended that they explore diverse sectors, including companies offering services, organic food products, electronics, fashion, and various services. This exploration should encompass an examination of environmentally friendly practices adopted by these companies. In this study have weaknesses and limitations, including the limitations of research that only involves a small part of the population of consumers who have followed the Instagram account @thebodyshopindo The Body Shop respondents so that future researchers are expected to involve more samples as research respondents and can generalize more widely. Furthermore, the second limitation is that this study only involved 271 respondents with the

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majority of respondents who filled out the questionnaire aged 27-40 years of female gender who are followers on the @thebodyshoindo instagram account not e-commerce followers. In addition, this study has a limitation of involving 2 variables in measuring determinants of green repurchase intention of skincare products so there are still many opportunities for other variables. Variables such as halal awareness and satisfaction are highly recommended for further research or adding moderating variables to find out whether there are other variables that can strengthen or weaken green repurchase intention. Halal awareness variable will show how consumer sensitivity to product content affects repurchase intention, Meanwhile the satisfaction variable can available used as a mediating variable in future research. Given, satisfaction play important role in influencing repurchase intentions.

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