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# The Effect of Environmental Friendliness on Green Trust with Green Satisfaction and Green Perceived Quality as Mediating Variables among Consumers of Wardah Skincare

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ABSTRAK

*This study aims to explore how environmental hospitality impacts green trust through the roles played by green satisfaction and perceived green quality among Wardah skincare customers. A quantitative method with an explanatory survey approach was applied in this study. Through an online questionnaire distributed using convenience and purposive sampling techniques, a sample of 157 respondents was obtained. The structural model estimates were tested using Analysis using structural equation modelling (SEM) based on SmartPLS. The findings of the hypothesis test indicate that environmental concern triggers a significant increase in green satisfaction and perceived green quality. However, the direct determination of these variables toward green trust did not show statistical significance. The opposite pattern was demonstrated by the variables of green satisfaction and perceived green quality, where both acted as strong predictors that had a positive and significant influence on the formation of consumer green trust. This research model proved capable of explaining 76.4% of the variation in green trust, as indicated by an R-square value of 0.764. These findings confirm that an increase in a company's environmental commitment can effectively build consumer green trust, specifically via the mediating channels of perceived green quality and green satisfaction.*

## INTRODUCTION

Climate change, environmental pollution, and the rising volume of non-biodegradable plastic waste have triggered a shift in global public awareness toward more environmentally responsible consumption patterns. This phenomenon not only influences individual behavior but also drives transformation across various industrial sectors, including the cosmetics and skincare industry, which has long been one of the largest contributors to packaging waste. Data indicates that nearly half of cosmetic product packaging is still made of plastic, and globally, the beauty industry generates over 120 billion pieces of packaging, most of which cannot be

recycled.(*Indonesia Plastic Packaging Industry Dynamics and Forecasts: 2026-2034 Strategic Insights*, t.t.). In Indonesia, this issue has garnered more serious attention given that the country was once listed as one of the world's largest contributors to marine plastic pollution. This situation has prompted companies in the cosmetics sector to begin developing more environmentally conscious products as part of their long-term sustainability strategies. In line with this, (Hang et al., 2022) argues that the implementation of green product innovations can strengthen a company's competitive advantage while improving organizational performance through the internalization of sustainability principles.

Environmental concern is one of the most influential psychological factors affecting consumer behavior toward eco-friendly products. Customers who care about the environment tend to use eco-friendly products, such as skincare items, due to their environmental impact. In the study ( Mamun et al., 2020) , it was found that environmental concern and attitude influence the desire to purchase green skincare products. These findings indicate that consumers' considerations in making purchasing decisions have evolved beyond merely the functional benefits of a product, now also taking into account its contribution to environmental conservation. This growing concern, in turn, is driving the rapid growth of the green beauty industry segment, as reflected in the national cosmetics market revenue, which in 2025 is projected to reach approximately Rp35.6 trillion and is expected to grow by 4.73% annually (Coordinating Ministry for Economic Affairs, n.d.).

One Indonesian cosmetics brand that has consistently responded to this sustainability trend is Wardah. As a local brand that has long built its identity around safe and halal ingredients, Wardah is now further strengthening its commitment to eco-friendly principles through innovations in product formulations and packaging. This development aligns with the trend of Indonesian consumer preferences increasingly leaning toward skincare products made from natural ingredients, safe for health, and with a lower environmental footprint. This trend is reinforced by the number of registered cosmetic products, which as of October 2025 has exceeded 343,000 products, reflecting both the high level of competitive dynamics and the significant opportunities within the national cosmetics industry ( *Cosmetic Day Kemenperin Antarkan Industri Kosmetik Nasional Jadi Pemain Utama Pasar Global*, t.t.) . Wardah, as one of the market leaders in this category, faces the challenge of continuously proving the credibility of its green claims amid rising expectations from environmentally conscious consumers.

However, the environmental concern variable does not have the direct determinative power to drive consumer belief in and the intensity of purchasing green products. The causal relationship between environmental concern and the perceived legitimacy of environmentally friendly items in consumers' eyes is mediated by a psychological pathway involving cognitive and affective aspects. In this context, these assessment proxies are concretely represented by the variables of green satisfaction and perceived green quality. (Hashish et al., 2022) demonstrate that perceived green quality can enhance green satisfaction and green trust among consumers, thereby strengthening green behavioral intention. In other words, when consumers assess that a green product's quality meets their expectations, the resulting satisfaction serves

as a bridge that strengthens their trust in the brand. In the context of Wardah skincare products, perceptions regarding ingredient quality, formulation safety, and the brand's consistency in environmental commitment are key elements determining whether consumers' environmental concerns will lead to genuine trust.

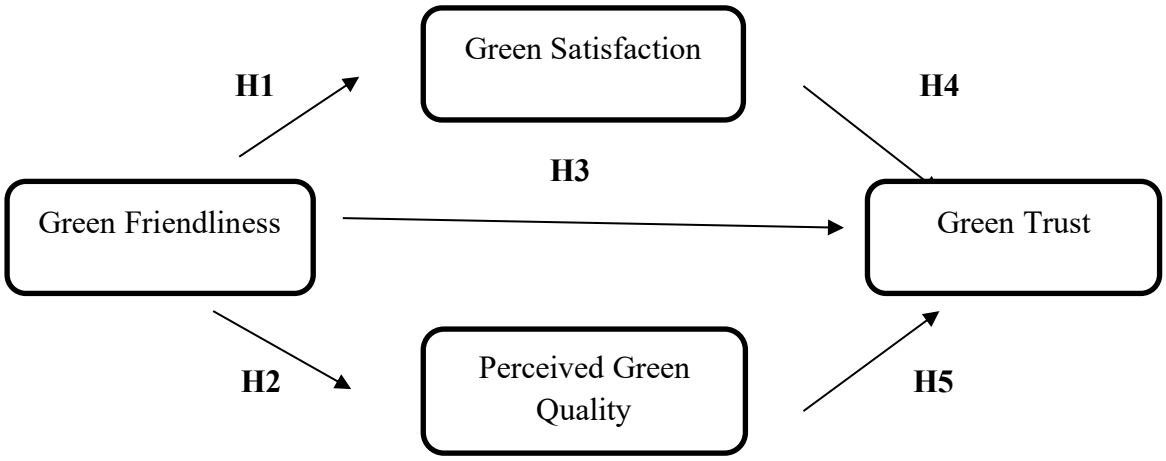
Green trust has become an increasingly crucial construct amid the prevalence of greenwashing practices by various industry players. Many consumers are beginning to question the authenticity of the sustainability claims communicated by brands, so trust is no longer formed automatically even if consumers have a high level of environmental concern. The study (Mawardi et al., 2024) ) found that green trust influences buyers' willingness to repurchase eco-friendly products. Meanwhile, (Phillip Dangaiso, t.t.) explains that green trust and green brand image are key factors in building green brand equity because they reduce consumers' perceived risk regarding green products. The theoretical exploration conducted by (Afianto & Waskito, 2025) further demonstrates The function of green trust as a mediator in linking perceived green value to the intensity of green product purchases. This finding reinforces that the credibility perceived by consumers is a crucial factor in shaping purchasing choices for environmentally friendly goods. These findings confirm that trust is a central element in determining whether consumers' environmental values can be translated into actual purchasing behavior regarding green skincare products.

In the Indonesian cosmetics industry, (M. W. Putri et al., 2025) found that green marketing can increase green loyalty by fostering "green brand image, green satisfaction, and green trust." Additionally, (N. A. A. Putri et al., 2025) explains that green brand love and green trust can strengthen the influence of green motivation on consumers' behavioral intentions toward sustainable cosmetic products. These results show that the popularity of eco-friendly skincare products depends on product quality but also on a brand's ability to foster emotional connections and customer trust in its commitment to sustainable environmental practices. (Jalees et al., 2021) also explains that green advertising that integrates ethical values can enhance green buying behavior and consumer green satisfaction toward eco-friendly products, which ultimately strengthens trust in the relevant brand.

Based on a review of the existing literature, there is a research gap that requires further in-depth examination. Most previous studies have examined green trust as a direct dependent or independent variable, without explicitly positioning The association between green satisfaction and green perceived quality is mediated by environmental concern and green trust. Furthermore, research specifically examining these constructs within the context of Wardah skincare products as a representative of Indonesian local cosmetic brands remains very limited. (Simanullang et al., 2026) ) emphasizes that green trust, perceived value, and digital engagement are key factors in shaping consumer attitudes toward sustainable products. Thus, this study offers novelty by testing a model that positions green satisfaction and green perceived quality as mediating variables in the relationship between environmental concern and green trust among Wardah skincare users. It is hoped that this model will enhance understanding of

how Indonesian cosmetic consumers form green trust and assist companies in developing more efficient and credible green marketing strategies.

**Figure 1.** Conceptual Framework




## RESEARCH METHOD

The impact of being environmentally friendly on consumers' green trust in eco-friendly products was examined using a survey method and an explanatory design in this study. The research sample was made up of 157 individuals from Generation Z and Millennials who use eco-friendly products. Convenience and purposive sampling methods were employed. Data were collected online via Google Forms over a two-week period while ensuring participant anonymity.

**Table 1.** Descriptive Analysis of Demographic Variables

| | Category | Number | Percentage |
|---|---|---|---|
| Gender | Women | 110 | 70.1% |
| | Men | 47 | 29.9% |
| Age Group | 11–26 (Gen Z) | 149 | 94.9 |
| | 27–42 (Millennials) | 8 | 5.1 |
| Income | 500,000 - 1,500,000 | 103 | 65.6% |
| | 2,000,000 - 3,500,000 | 27 | 17.2% |
| | 3,500,000 and up | 27 | 17.2% |
| Education | High School | 19 | 12.1% |

| | | | |
|---|---|---|---|
| | Bachelor's Degree | 127 | 80.9% |
| | Master's | 6 | 3.8% |
| | Ph.D. | 1 | 0.6% |
| | Others | 4 | 2.5% |
| | Students | 120 | 76.4% |
| Occupation | Self-employed | 19 | 12.1% |
| | Service | 18 | 11.5 |

The demographic profile of respondents in this study was dominated by women at 70.1%, with an age range of 11 to 26 years covering 94.9% of the total sample. In terms of status, the majority of respondents were active students (76.4%) with a bachelor's degree (80.9%), and had a monthly income ranging from Rp500,000 to Rp1,500,000 (65.6%). The research instrument used included four main variables: environmental friendliness, green satisfaction, perceived quality, and green trust. Respondent demographic information and statements related to these four variables were included in the questionnaire. Each statement was evaluated using a four-point Likert scale with response possibilities ranging from strongly disagree to strongly agree (Medeiros, 2022: Nugraha & Masithoh, 2023).

## RESULTS AND DISCUSSION

### Measurement Model (Outer Model)

This study employs a reflective approach to measure green quality, green satisfaction, green trust, and eco-friendly structure. Indicators were used to measure these structures for each latent variable. To ensure the study's instruments possess appropriate validity and reliability, a measurement model evaluation was conducted. According to Hair et al. (2018), convergent validity is defined as follows: a construct is considered to have convergent validity when the external loadings are greater than 0.70, and the Average Variance Extracted (AVE) is higher than 0.50. Conversely, the construct is seen to have enough reliability when both the composite reliability and Cronbach's Alpha surpass the 0.70 level.. This study not only employed several convergent validity tests but also assessed discriminant validity by adopting the Fornell-Larcker criteria and the Heterotrait-Monotrait (HTMT) . If the HTMT value is less than 0.90, each construct demonstrates a strong ability to distinguish itself from the others.

**Table 2.** Results of Construct Validity and Reliability Tests

| Variable | Indicator | Loadings | CR | AVE | Alpha |
|---|---|---|---|---|---|
| Environmental Friendliness | EF_1 | 0.874 | 0.913 | | |

| | | | | | |
|---|---|---|---|---|---|
| | EF_2 | 0.908 | | 0.778 | 0.857 |
| | EF_3 | 0.862 | | | |
| Green Satisfaction | GS_1 | 0.859 | 0.941 | 0.727 | 0.925 |
| | GS_2 | 0.834 | | | |
| | GS_3 | 0.899 | | | |
| | GS_4 | 0.865 | | | |
| | GS_5 | 0.863 | | | |
| | GS_6 | 0.792 | | | |
| Perceived Green Quality | GPQ_1 | 0.843 | 0.927 | 0.718 | 0.902 |
| | GPQ_2 | 0.826 | | | |
| | GPQ_3 | 0.832 | | | |
| | GPQ_4 | 0.889 | | | |
| | GPQ_5 | 0.844 | | | |
| Green Trust | GT_1 | 0.865 | 0.914 | 0.728 | 0.875 |
| | GT_2 | 0.912 | | | |
| | GT_3 | 0.805 | | | |
| | GT_4 | 0.828 | | | |

The study instrument has strong validity and reliability, according to the external validation test results. All indicators meet the measurement criteria, according to the external loadings, Composite Reliability, Cronbach's Alpha, and AVE values that satisfy the suggested standards.

**Discriminant Validity**

Testing for discriminant validity is used to make sure that every construct in the estimation model have unique characteristics and are free from multicollinearity issues (do not overlap with one another). Evaluation of this discriminant validity can be conducted using two analytical instruments: the Fornell-Larcker criteria and *the Heterotrait-Monotrait Ratio* (HTMT). According to the Fornell-Larcker criteria, a construct is deemed to pass the discriminant validity test if the square root of *the Average Variance Extracted* (AVE) yields a higher value than the correlation score between that construct and other latent variables. Meanwhile, the HTMT criteria are met if the score falls below the 0.90 threshold. Conversely, (Henseler et al., 2015) state that an HTMT value above 0.90 is still acceptable as long as it does not exceed 0.95, particularly if construct measurement is conducted using a conceptual approach. Therefore, to evaluate discriminant validity, not only statistical thresholds are required, but also the theoretical basis that forms the relationships between constructs.

**Table 3.** Fornell-Larcker Criterion Values

| | **Green Satisfaction** | **Green Trust** | **Perceived Green Quality** | **Environmental Friendliness** |
|---|---|---|---|---|

| | | | | |
|---|---|---|---|---|
| **Green Satisfaction** | 0.853 | | | |
| **Green Trust** | 0.829 | 0.853 | | |
| **Perceived Green Quality** | 0.780 | 0.811 | 0.847 | |
| **Environmental Friendliness** | 0.730 | 0.719 | 0.709 | 0.882 |

**Table 4.** Heterotrait-monotrait ratio (HTMT) - Matrix

| | **Green Satisfaction** | **Green Trust** | **Perceived Green Quality** | **Environmental Friendliness** |
|---|---|---|---|---|
| **Green Satisfaction** | | | | |
| **Green Trust** | 0.920 | | | |
| **Perceived Green Quality** | 0.851 | 0.909 | | |
| **Environmental Friendliness** | 0.819 | 0.832 | 0.806 | |

The test results from Tables 3 and 4 indicate that the Fornell-Larcker and HTMT criteria meet the requirements for discriminant validity in the research model. The AVE root-mean-square values for each construct, which are greater than their correlation values with other constructs, indicate that each construct is clearly distinguishable and does not overlap. Furthermore, the HTMT value for each construct is below the recommended threshold of 0.90. Consequently, it is concluded that each construct applied in the study possesses good discriminant validity and is capable of distinguishing between different concepts.

**Structural Model Testing (Inner Model)**

Structural equation modelling is used to evaluate the model's capacity to describe the connections between the structures being studied. Assessing the model fit, using the coefficient of determination ($R^2$), predictive relevance ($Q^2$), and checking for multicollinearity using the variance inflation factor (VIF), and testing relationships between constructs using significance levels and path coefficients are all included in the assessment of the PLS-SEM structural model, according to Hair et al. (2018). To evaluate how well the developed model matches the empirical data, a model fit evaluation is conducted. There are no multicollinearity issues in the model, as indicated by VIF values falling within the specified limits. At the same time, the $R^2$ value determines the ability of exogenous variables to explain endogenous variables, and the $Q^2$ value determines the model's predictive ability. The degree to which endogenous constructions influence each individual construct is determined using the F2 value. To determine how significant the relationships between variables are, hypothesis testing was conducted using path coefficients, p-values, and confidence intervals.

**Research Structural Model**

**Figure 2**. PLS-SEM Structural Model Results

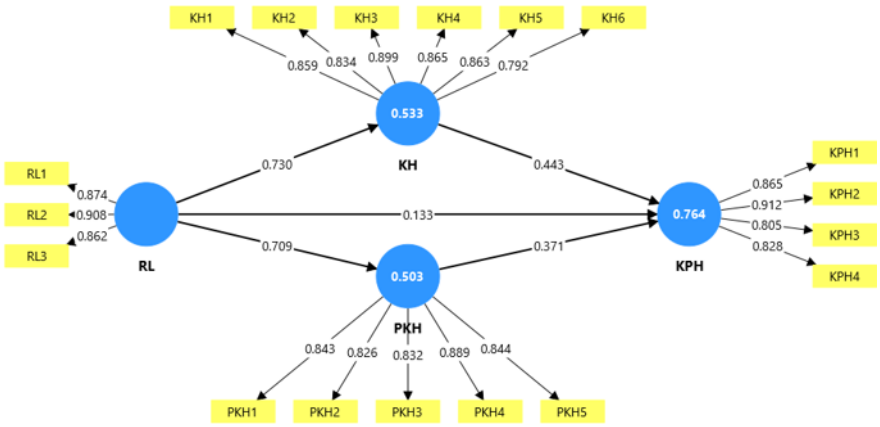



Figure 2 shows the research structural model along with path coefficients and the coefficient of determination ($R^2$). These results indicate that the model accounts for 53.3% of the variance in Green Satisfaction, 50.3% of the variance in Green Perceived Quality, and 76.4% of the variance in Green Trust. Furthermore, the testing of relationships between constructs is described in detail in the hypothesis testing results

**Table 5.** Model Fit Test Results

| **Model Fit Index** | Saturated model | Estimated model |
|---|---|---|
| **SRMR** | 0.062 | 0.105 |
| **d_ULS** | 0.664 | 1.894 |
| **d_G** | 0.550 | 0.638 |
| **Chi-square** | 471.935 | 500.662 |
| **NFI** | 0.813 | 0.802 |

The study model shows a sufficient degree of fit, according to the test findings in Table 5. The recommended maximum limit of 0.08 is exceeded by the saturated model's SRMR value of 0.062. In the past, the saturated model's estimated value was 0.802 and its NFI value was 0.813. This shows that the model's level of fit is satisfactory. As a result, it is determined that the study model satisfies the goodness-of-fit requirements and may be applied to the subsequent phase of analysis.

**Table 6**. Results of the Coefficient of Determination ($R^2$) and Predictive Relevance ($Q^2$)

| Endogenous Construct | R-square | $Q^2$ Predict |
|---|---|---|

| | | |
|---|---|---|
| Green Satisfaction | 0.533 | 0.517 |
| Green Trust | 0.764 | 0.509 |
| Perceived Green Quality | 0.503 | 0.488 |

The coefficients of determination ($R^2$) for Green Satisfaction, Green Perceived Quality, and Green Trust are 0.533, 0.503, and 0.764, respectively. The findings show that environmental friendliness can explain 53.3% of the variation in green satisfaction and 50.3% of the variation in perceived green quality. Meanwhile, green trust can explain 76.4% of the variance in green satisfaction, green perceived quality, and green trust. Additionally, the predictive relevance (Q2) values are 0.517, 0.488, and 0.509, with all values above the zero. This indicates the model's ability to predict the endogenous constructs under discussion.

**Hypothesis Testing**

To ascertain the importance of the connections between the constructs suggested in the research model, One step in the structural model evaluation process is hypothesis testing. The findings of the hypothesis test are displayed in Table 7.

**Table 7**. Hypothesis Test Results

| Hypotheses | Path coefficients | P-values | 95% Confidence Interval for Path Coefficients | | Decision | VIF | F-square |
|---|---|---|---|---|---|---|---|
| | | | Lower Bound | Upper Limit | | | |
| H1. Environmental Friendliness -> Green Satisfaction | 0.730*** | 0.000 | 0.541 | 0.838 | Support | 1.000 | 1.141 |
| H2. Environmental Friendliness -> Perceived Green Quality | 0.709*** | 0.000 | 0.522 | 0.824 | Support | 1.000 | 1.014 |
| H3. Environmental Friendliness -> Green Trust | 0.133 | 0.100 | -0.053 | 0.273 | Not Supported | 2.398 | 0.031 |
| H4. Green Satisfaction → Green Trust | 0.443*** | 0.000 | 0.284 | 0.581 | Support | 3.042 | 0.274 |
| H5. Perceived Green Quality -> Green Trust | 0.371*** | 0.000 | 0.178 | 0.528 | Support | 2.861 | 0.203 |

Of the five hypotheses tested in this study, four were supported, as shown in Table 7. Environmental friendliness provided strong and significant evidence for both green satisfaction ($\beta = 0.730$; $p < 0.001$) and green perceived quality ($\beta = 0.443$; $p < 0.001$). However, the direct effect of environmental friendliness on green trust was not statistically significant ($\beta = 0.133$; $p < 0.100$), so the third hypothesis in this study was rejected.

All significant relationships identified in this study have 95% confidence intervals that do not cross the zero line. Conversely, the relationship between environmental friendliness and green trust shows a confidence interval ranging from -0.053 to 0.273, indicating that the effect is not significant. Regarding multicollinearity, no issues were found in this study's model as each VIF score was below the recommended maximum threshold. Environmental friendliness has a significant impact on green satisfaction and green perceived quality, according to the results of the effect size test ($f^2$). Meanwhile, the effects of green satisfaction and green perceived quality on green trust fall into the moderate category.

## Discussion

### The Effect of Environmental Friendliness on Green Satisfaction

Testing the first hypothesis yielded a coefficient of 0.730 with a p-value of 0.000, indicating that environmental friendliness has a favorable and substantial effect on green satisfaction, thus supporting H1. These findings imply that the greater a company's dedication to implementing environmentally friendly practices, the greater the consumers' satisfaction with the products they use.

Customers are typically happier when companies use eco-friendly materials, cut waste, and adopt sustainable business practices to show that they care about the environment. These findings align with the study by (González-Viralta et al. 2023), which shows that a company's green practices have a positive impact on consumer satisfaction. Additionally, Baumeister et al. (2022) found that a company's environmental friendliness can enhance consumer satisfaction among customers who are environmentally conscious.

### The Effect of Environmental Friendliness on Perceived Green Quality

The hypothesis test results show that environmental concern significantly improves perceived green quality, with a coefficient of 0.709 and a p-value of 0.000. Therefore, H2 is supported. These results suggest that consumers' perceptions of eco-friendly products are more favorable when companies adopt higher levels of environmental friendliness.

Customers' opinions of a product's excellence and quality in relation to environmental factors are referred to as "green perceived quality". Products that incorporate eco-friendly concepts tend to be perceived as having better quality because they are considered safer, healthier, and supportive of environmental sustainability. This outcome is in line with the study conducted by (Ischen et al.2022), which states that eco-friendly attributes and packaging can enhance consumers' perceptions of product quality. Additionally, (Tunggal and Amali 2026) also found that a company's eco-friendly practices can enhance consumers' perceived quality of green products.

### The Effect of Environmental Friendliness on Green Trust

With a p-value of 0.100 and a coefficient of 0.133, the hypothesis test results indicate that environmental friendliness does not have a significant impact on Green Trust. Thus, H3 is not supported. These results suggest that the environmental friendliness implemented by companies has not yet been able to directly increase consumers' green trust in products.

This finding suggests that consumers do not automatically form trust based solely on a product's environmental claims or attributes. Consumers tend to require additional evidence, such as usage experience, perceived product quality, or satisfaction levels after using the product, before building trust in green products. In other words, environmental friendliness alone is insufficient to directly establish Green Trust without being supported by other factors more closely tied to the consumer experience.

**The Effect of Green Satisfaction on Green Trust**

Green Satisfaction significantly and significantly affects Green Trust, with a coefficient of 0.443 and a p-value of 0.000. Therefore, H4 is supported. This result suggests that higher levels of green satisfaction are directly linked to consumer trust in the product.

The level of customer satisfaction with product performance that meets needs and benefits the environment is called green satisfaction. If consumers are satisfied with eco-friendly products, they will have greater assurance that the products can fulfill the company's environmental promises. According to this study's findings, the level of customer satisfaction is a critical factor in shaping customer trust. Trust in the product will increase when the experience gained meets or even exceeds expectations

**The Effect of Green Perceived Quality on Green Trust**

The statistical test results demonstrate that green perceived quality has a positive and significant impact on green trust, with an estimated coefficient of 0.371 and a p-value of 0.000. Consequently, the fifth hypothesis (H5) is supported by the data. This empirical finding confirms the existence of a positive correlation, wherein the strengthening of a product's credibility in the eyes of consumers aligns with the optimization of their perspective regarding the product's green quality.

Consumer evaluation of *green perceived quality* essentially represents their justification of a product's superiority, reliability, and quality, integrated with environmental sustainability aspects. Products perceived to have high quality standards tend to gain consumer trust more easily, as they are considered capable of meeting environmental expectations while delivering the benefits promised to customers. This outcome is in line with Alamsyah et al. (2021), who state that high-quality green products can enhance customer trust in environmentally friendly products. Therefore, quality perception is key to fostering consumer Green Trust.

## CONCLUSION AND RECOMMENDATIONS

The results of the study show that while environmental friendliness does not significantly affect green trust, it does have a positive and significant impact on green satisfaction and green perceived quality. This indicates that Wardah's implementation of eco-friendly practices successfully drives increased consumer satisfaction and their perception of green quality, though it is not yet sufficient to build green trust directly without an intermediary variable. Furthermore, the research results confirm that environmental friendliness, green satisfaction, and green perceived quality collectively play a crucial role in shaping consumer

trust in the company's green initiatives. Overall, the model developed in this study explains 76.4 percent of the variation in consumer green trust.

Based on these results, Wardah should continue implementing eco-friendly practices and improving product quality to enhance customer satisfaction. Additionally, the company must increase transparency regarding raw material usage, production processes, and the environmental claims it makes to help consumers trust its eco-friendly products more. To obtain more comprehensive and broadly generalizable results, future researchers should expand their study subjects to other brands or industries. Furthermore, other factors that may influence green trust should be included. Examples of these variables include green brand image, perceived green values, and green awareness.

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