# The Influence of Green Marketing, Brand Image, and Electronic Word of Mouth on Purchase Intention of Avoskin Skincare Products in the DKI Jakarta Region

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### Abstract

The beauty and care industry continues to experience rapid growth every year. With the high level of market demand for skincare products, companies in the industry must face increasingly fierce competition. In order to boost sales levels, companies must design marketing strategies that can provide a competitive advantage in the tight skincare market. This research is a quantitative study that aims to determine the effect of green marketing, brand image, and electronic word of mouth on the purchase intention of Avoskin skincare products. The population of this study is skincare users in DKI Jakarta who know or are familiar with Avoskin skincare products, with a sample of 100 respondents using non-probability sampling techniques and purposive sampling methods. The results of this study indicate that each variable used, namely green marketing, brand image, and E-WOM, is stated to have a significant effect on the purchase intention of Avoskin skincare products in DKI Jakarta. Based on the t-statistic test, the green marketing variable has the greatest influence on purchase intention, which is 46.4%.

**Keywords:** Purchase Intention, Green Marketing, Brand Image, E-WOM, Skincare

# Pengaruh *Green Marketing, Brand Image*, dan *Electronic Word of Mouth* Terhadap *Purchase Intentio*n Produk *Skincare* Avoskin di Wilayah DKI Jakarta

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## Abstrak

Industri perawatan & kecantikan terus mengalami pertumbuhan yang pesat di setiap tahunnya. Dengan tingginya tingkat permintaan pasar akan produk perawatan & kecantikan ini, perusahaan-perusahaan dalam industri terkait harus menghadapi persaingan yang semakin sengit. Guna mendorong tingkat penjualan, perusahaan harus merancang strategi pemasaran yang dapat memberikan keunggulan kompetitif di tengah ketatnya pasar skincare. Penelitian ini merupakan penelitian kuantitatif yang bertujuan untuk mengetahui pengaruh *green marketing*, *brand image*, dan *electronic word of mouth* terhadap *purchase intention* produk *skincare* Avoskin. Populasi penelitian ini adalah pengguna skincare di DKI Jakarta yang mengetahui/familiar terhadap produk *skincare* Avoskin, dengan sampel sebanyak 100 responden menggunakan teknik *non probability sampling* dan metode *purposive sampling*. Analisis data dalam penelitian ini menggunakan metode *Partial Least Square* (PLS) dengan *software SmartPLS* 4. Hasil penelitian ini menunjukkan bahwa masing-masing variabel yang digunakan yaitu *green marketing*, *brand image*, dan *E-WOM* dinyatakan berpengaruh signifikan terhadap *purchase intention* produk *skincare* Avoskin di DKI Jakarta. Berdasarkan uji t-statistic, variabel *green marketing* memiliki pengaruh paling besar dalam *purchase intention* yaitu sebesar 46,4%.

**Kata Kunci:** *Purchase Intention*, *Green Marketing*, *Brand Image*, E-WOM, *Skincare*