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The Role of Brand Trust in Mediating the Influence of Green Product, Corporate Social Responsibility, and E-Wom on Purchase Decisions: a Study on Avoskin Skincare

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ABSTRACT

This study examines the mediating role of brand trust in the relationship between green products, corporate social responsibility (CSR), and electronic word of mouth (e-WOM) on consumer purchase decisions. Against the backdrop of Indonesia's rapidly expanding skincare industry, the research aims to identify the key determinants that shape consumer purchasing behavior toward environmentally friendly brands. Using a quantitative survey method, data were collected from skincare product consumers and analyzed through Structural Equation Modeling (SEM) to evaluate the direct and indirect relationships among the studied variables. The findings reveal that green products, CSR initiatives, and e-WOM each exert a positive and significant influence on consumer purchase decisions. Moreover, brand trust functions as a mediating variable, strengthening the effect of these three factors and emphasizing its critical role in building consumer loyalty and confidence toward sustainable brands. These results highlight the importance of integrating sustainability principles and ethical branding in marketing strategies. The study provides practical implications for marketers and business leaders to design strategic initiatives that align environmental responsibility with digital engagement and brand credibility, ultimately driving consumer trust and purchase intention. This research contributes to the growing literature on sustainable consumer behavior and offers a comprehensive framework for companies seeking to enhance competitive advantage through environmentally conscious practices and trust-based marketing approaches in the digital era.

Keywords: green products; CSR; e-WOM; purchase decisions; brand trust

INTRODUCTION

The skincare industry, especially in Indonesia, continues to show consistent growth. Referring to research data, the total value of beauty product spending in Indonesia was recorded to increase from IDR 175 trillion in 2020 to IDR 256 trillion in 2024, and is estimated to reach IDR 262 trillion in 2025 (Katadata Insight Center, 2024).

The average annual growth is expected to reach 7.02%, higher than the growth of the beauty sector in the Asia Pacific region and the United States. This increase occurred despite the challenges of the COVID-19 pandemic at the time, illustrating the beauty industry's positive outlook and growing market potential. The cosmetics industry in Indonesia itself is predicted to continue increasing at an average annual growth rate of 5.35% during the 2024–2028 period, creating great opportunities that need to be maximized by businesspeople. This expansion trend is also reflected in the increase in the number of cosmetics business actors, which, according to BPOM and Perkosmi data, increased from a total of 819 businesses in 2021 to 1,039 businesses by the end of 2023. In 2024, there will be more than 1,500 cosmetic businesses spread across various regions, engaged in skincare, makeup, perfume, and body care. This development is driven by increasing public awareness of self-care, natural product trends, and ease of market access with the use of e-commerce.

Although the cosmetics industry continues to grow rapidly, this growth also leaves negative impacts, one of which is the increase in cosmetic waste. Skincare industry waste in Indonesia alone accounts for a total of six to eight million tons of plastic waste every year, and 70% of this waste still cannot be processed optimally (Acerbi et al., 2023; commonthreadco.com, 2021; Ferdinand & Ciptono, 2022; Rocca et al., 2022). Waste produced from skincare products can also be a threat to the air and water. The pollution has the potential to damage water ecosystems and the organisms through which polluted water passes. The data below shows that by 2024, plastic waste in Indonesia will account for 19.79% of total national waste, making it the second largest contributor after food waste (Möhlenkamp et al., 2018).

Based on a report issued by the Cosmetic Packaging Market – Growth, Trends and Forecasts (2020-2025), approximately 50% of skincare packaging is made of plastic. Ironically, the waste management system in Indonesia is still not optimal. Waste and energy management expert, Aretha Aprilia, revealed that the incinerator facility at the Bantar Gebang Jakarta landfill is only able to manage fifty tons of waste every day. Meanwhile, the total waste that enters the landfill reaches 7,000–7,500 tons per day. Thus, the amount of waste reaches about 140 times more than its processing capacity.

Seeing these problems, businesspeople in the beauty industry need to pay more attention to the impact of their products on environmental sustainability. The cosmetics industry, which continues to grow rapidly, not only focuses on product innovation and marketing but also needs to pay attention to the aspect of environmental responsibility at every stage of production. One of the main issues to consider is cosmetic packaging waste, which is mostly plastic-based and difficult to decompose. With the increasing awareness of individuals regarding environmental issues, more and more customers are demanding products that are not only quality but also environmentally friendly.

Avoskin is one of the skincare brands that has practiced environmental sustainability. Avoskin was founded in 2014 by Anugerah Pakerti in Yogyakarta. This local skincare brand sells various skin care products, such as facial cleansers, serums, sunscreens, and toners. Inspired by the word "Avocado," Avoskin prioritizes natural ingredients to provide safe products for its consumers. Avoskin is active in offline sales through partnerships with major distributors such as Sociolla and Sephora. Online, Avoskin leverages social media and e-commerce platforms to introduce products and market its products with eco-friendly product branding.

At its peak in 2024, Avoskin did not make it to the list of the top ten best-selling skincare brands in Indonesian e-commerce. The image above shows that Wardah, which was previously ranked below Avoskin, has soared to the top of the best-selling skincare brand ranking in 2024. This decline in sales performance indicates the challenges faced by Avoskin in 2023–2024 in maintaining its growth, especially in the face of changing market trends and increasingly fierce competition. Although sales of Avoskin products have seen a significant decline, customer reviews show that the brand still has a strong reputation among consumers.

Research from Purwanto et al. (2024), Isbahi et al. (2024), Febriatmoko et al. (2024), and Kinasih et al. (2023) examined the influence of Environmental Concern, GWP, Green Marketing, Green Brand Image Awareness, Corporate Social Responsibility, and Behavioral Control on skincare Purchase Decisions in Indonesia. As a result, Environmental Concern, GWP, Green Marketing, Green Brand Image Awareness, Corporate Social Responsibility, and Behavioral Control influence Purchase Decision.

Another study from Sangeeta et al. (2025) and Maharani (2025) analyzed the influence of Brand Awareness, Influencers, and Content Marketing on skincare Purchase Decisions. As a result, Influencers, Content Marketing, and Brand Awareness have an influence on Purchase Decisions. Meanwhile, Deva et al. (2024) and Siagian et al. (2024) conducted research related to the influence of Live Streaming, Product Quality, E-Trust, Beauty Influencers, Halal

Labeling, and Brand Image on skincare Purchase Decision in Indonesia. As a result, Live Streaming, Product Quality, E-Trust, Beauty Influencers, Halal Labeling, and Brand Image have an influence on Purchase Decisions.

Another study from Mamoto & Gunawan (2023) conducted research related to the influence of E-WOM and Brand Trust on skincare Purchase Decision in Indonesia. As a result, E-WOM and Brand Trust have an influence on Purchase Decisions. In addition, Rohmah & Mas'ud (2024), Murniati & Widodo (2024) conducted research related to the influence of Green Advertising, Green Product, and Green Knowledge on skincare Purchase Decision in Indonesia. As a result, Green Advertising, Green Product, and Green Knowledge have an influence on Purchase Decisions. Referring to these studies, a pre-survey was conducted with 30 respondents using "Yes" and "No" questions to obtain the variables used in this study. The pre-survey was conducted on respondents who use skincare, aged between 18 and over 45 years, working as private employees, civil servants, students, housewives, and entrepreneurs.

The purpose of this study is to determine the effect of green products, corporate social responsibility (CSR), and electronic word of mouth (e-WOM) on purchase decisions, with brand trust acting as a mediating variable. Based on the pre-survey results, Brand Trust, e-WOM, CSR, and Green Product were identified as the most influential variables chosen by respondents, indicating their relevance to consumer decision-making. The benefit of this research lies in providing a deeper understanding of consumer psychology in the sustainable product market and offering practical insights for companies in the skincare industry to design marketing strategies that strengthen brand trust, enhance digital engagement, and promote ethical business practices. Academically, the study contributes to the literature by addressing the research gap where Brand Trust is rarely positioned as an explicit mediating variable linking environmental and social marketing factors to purchasing decisions, thereby offering a more integrated framework for future research on sustainable consumer behavior.

METHOD

The application of research design in this study is descriptive with a quantitative approach, where data is collected from a large sample through a survey consisting of structured statements related to respondents' feelings, thoughts, and actions. The descriptive nature allows demographic, attitude, and behavioral data to be summarized using numbers and statistics. The data collection method uses systematic surveys to describe, compare, and explain individual knowledge, attitudes, and behaviors, with electronic questionnaires distributed through social media and WhatsApp, providing advantages in efficiency and confidentiality. Interval scales were used to measure responses on a Likert scale from 1 to 5, while data analysis was conducted using descriptive statistics and Structural Equation Modeling (SEM) with a Partial Least Squares (PLS) approach. Descriptive analysis provides an overview through mean and standard deviation measurements, while SEM-PLS allows testing relationships between latent variables by accommodating measurement errors. Model evaluation includes testing validity and reliability, focusing on convergent validity and discriminant validity to ensure measurement accuracy, as well as structural model testing using R^2 and predictive relevance to assess the model's predictive ability. Hypothesis testing is carried out through a bootstrapping procedure to assess the significance of the influence between variables, while the mediating effect analysis follows the stages set by Baron & Kenny, ensuring that the mediating variables can mediate the relationship between exogenous and endogenous variables..

RESULTS AND DISCUSSION

Measurement Test Results (Outer Model)

The measurement model or so-called outer model explains how each indicator relates to a latent variable (Ghozali, 2018). The analysis of the outer model can be seen from the following indicators:

Convergent Validity Test

In the Convergent Validity Test of the reflexively measured model, it is seen from the correlation between the indicator score and the construct score, if the individual indicator has a correlation value above 0.70, it is considered reliable. However, if the value is 0.50 to 0.60, it is still acceptable (Ghozali, 2018).

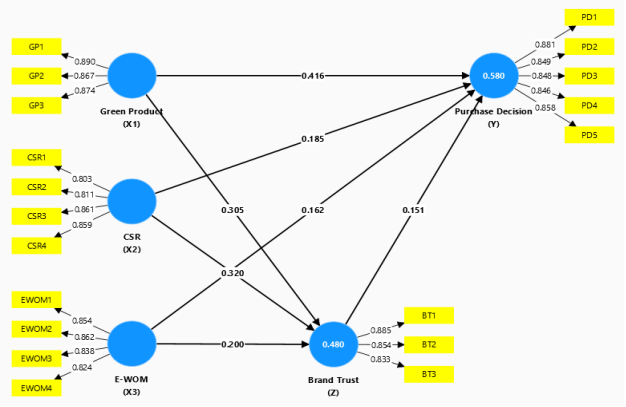

Figure 1. Loading factor of the Research Variables

Source: Data processing results, 2025

From table 1 below, it can be explained that all indicators have a loading factor > 0.7. This shows that the valid indicator of the construction is reliable.

Table 1. Loading Factor Test Results

Variable	*Items*	*Outer Loadings*	Condition	Result
Green Product (X1)	GP1	0.890	> 0,7	Escape
	GP2	0.867	> 0,7	Escape
	GP3	0.874	> 0,7	Escape
Corporate Social Responsibility (X2)	CSR1	0.803	> 0,7	Escape
	CSR2	0.811	> 0,7	Escape
	CSR3	0.861	> 0,7	Escape
	CSR4	0.859	> 0,7	Escape
E-WOM (X3)	EWOM1	0.854	> 0,7	Escape
	EWOM2	0.862	> 0,7	Escape
	EWOM3	0.838	> 0,7	Escape
	EWOM4	0.824	> 0,7	Escape
Brand Trust (Z)	BT1	0.885	> 0,7	Escape
	BT2	0.854	> 0,7	Escape
	BT3	0.833	> 0,7	Escape
Purchase Decision (Y)	PD1	0.881	> 0,7	Escape
	PD2	0.849	> 0,7	Escape
	PD3	0.848	> 0,7	Escape
	PD4	0.846	> 0,7	Escape
	PD5	0.858	> 0,7	Escape

Source: Data processing results, 2025

Based on Table 1, Green Product has 3 questionnaire statements with an outer loadings value of > 0.70, which indicates that all Green Product questionnaire statements passed the test. Corporate Social Responsibility has 4 questionnaire statements with an outer loadings value of > 0.70, which indicates that all Corporate Social Responsibility questionnaire statements passed the test. E-WOM has 4 questionnaire statements with an outer loadings value of > 0.70,

which indicates that all E-WOM questionnaire statements passed the test. Brand Trust has 3 questionnaire statements with outer loadings > 0.70, which shows that all Brand Trust statements pass the test. Purchase Decision has 5 questionnaire statements with outer loadings of > 0.70, which shows that all Purchase Decision statements pass the test.

In addition to the loading factor value, to analyze the validity of the research data, the Average Variance Extracted (AVE) value can be used. The model requirement is good if the AVE of each construct has a value greater than 0.50 (Ghozali, 2018). The results of the AVE value examination in this study have met the requirements for an AVE value of ≥ 0.5, which can be seen in Table 2 as follows:

Table 2. Average Variance Extracted (AVE) Test Results

Variable	*Average Variance Extracted* (AVE)	Condition	Result
Green Product (X1)	0.769	> 0,5	Valid
Corporate Social Responsibility (X2)	0.696	> 0,5	Valid
E-WOM (X3)	0.713	> 0,5	Valid
Brand Trust (Z)	0.735	> 0,5	Valid
Purchase Decision (Y)	0.733	> 0,5	Valid

Source: Data processing results, 2025

Based on Table 2, Green Product has an AVE value of 0.769, which is greater than 0.50, so Green Product is declared valid. Corporate Social Responsibility has an AVE value of 0.696, which is greater than 0.5, so Corporate Social Responsibility is declared valid. E-WOM has an AVE value of 0.713, which is greater than 0.5, so E-WOM is declared valid. Brand Trust has an AVE value of 0.735, which is greater than 0.50, so Brand Trust is declared valid. Purchase Decision has an AVE value of 0.733, which is greater than 0.50, so Purchase Decision is declared valid.

Discriminant Validity Test

Discriminant validity indicates the extent to which a construct differs empirically from other constructs in the model. There are three ways to test it. First, by looking at the cross-loading value, where each variable must have a value greater than 0.70 (Hair et al., 2021). Second, by using the Fornell Larcker Criterion, where all AVE values for reflective constructs must be higher than the quadratic correlation of the inter-construct, demonstrating discriminant validity. The AVE of each latent construct must be higher than the highest quadratic correlation of the construct with the other latent constructs. Third, with the Heterotrait-Monotrait Ratio (HTMT), the HTMT value must be less than 1 to ensure there are no problems in the discriminant validity test. By meeting these three criteria, the validity of the discriminators in the model can be ascertained.

Cross-loading

Cross-loading is a method to determine the validity of a discriminator by looking at the value of the cross-loading. If the loading value of each item against the construct is greater than the cross-loading value, the expected cross-loading value is greater than 0.70 (Hair et al., 2021).

Table 3. Cross-Loading Test Results

	Brand Trust (Z)	CSR (X2)	E-WOM (X3)	*Green Product* (X1)	*Purchase Decision* (Y)
BT1	**0.885**	0.493	0.423	0.514	0.507
BT2	**0.854**	0.546	0.450	0.527	0.559
BT3	**0.833**	0.523	0.484	0.475	0.459
CSR1	0.531	**0.803**	0.493	0.505	0.521
CSR2	0.503	**0.811**	0.516	0.509	0.522
CSR3	0.478	**0.861**	0.429	0.431	0.477

	Brand Trust (Z)	CSR (X2)	E-WOM (X3)	*Green Product* (X1)	*Purchase Decision* (Y)
CSR4	0.512	**0.859**	0.400	0.498	0.507
EWOM1	0.458	0.477	**0.854**	0.392	0.459
EWOM2	0.468	0.506	**0.862**	0.465	0.496
EWOM3	0.464	0.505	**0.838**	0.451	0.527
EWOM4	0.374	0.351	**0.824**	0.343	0.342
GP1	0.531	0.515	0.397	**0.890**	0.601
GP2	0.537	0.501	0.471	**0.867**	0.565
GP3	0.487	0.521	0.434	**0.874**	0.657
PD1	0.512	0.544	0.480	0.655	**0.881**
PD2	0.456	0.468	0.385	0.563	**0.849**
PD3	0.520	0.445	0.421	0.560	**0.848**
PD4	0.538	0.518	0.495	0.529	**0.846**
PD5	0.519	0.613	0.552	0.646	**0.858**

Source: Data processing results, 2025

The results of the discriminant validity test shown in Table 3 indicate that all indicators in the research model have a cross-loading value on their respective latent variables that is greater than the cross-loading value on other latent variables. This shows that each indicator is able to represent its latent variable well without any overlap or measurement error against other latent variables. Therefore, all indicators used in this study are maintained in the model.

Based on these results, it can be concluded that the constructs of Green Product (X1), Corporate Social Responsibility (X2), E-WOM (X3), Brand Trust (Z), and Purchase Decision (Y) have met the criteria of good discriminant validity. This ensures that each construct in the model is truly unique and empirically different from the others, as expected in discriminant validity testing. Thus, the research model used is not only theoretically accurate but also supported by strong empirical evidence to proceed to the next stage of analysis.

Fornell Larcker Criterion

Another method to assess discriminant validity is the Fornell-Larcker Criterion method. The Fornell-Larcker Criterion is a measurement method that compares the square root value of the Average Variance Extracted (AVE) of each latent variable with the correlation between the other latent variables in the model.

Table 4. ***Fornell-Larcker Test Results***

Variable	*Brand Trust*	CSR	E-WOM	*Green Product*	*Purchase Decision*	Result
Brand Trust (Z)	**0.857**					Valid
CSR (X2)	0.608	**0.834**				Valid
E-WOM (X3)	0.527	0.553	**0.845**			Valid
Green Product (X1)	0.591	0.584	0.494	**0.877**		Valid
Purchase Decision (Y)	0.595	0.609	0.549	0.693	**0.856**	Valid

Source: Data processing results, 2025

Based on the data in Table 4, the root value of the AVE of each variable with the variable itself is greater than the correlation value with the other variables. Thus, the condition of discriminant validity through the Fornell-Larcker Criterion test has been met.

Heterotrait-Monotrait Ratio (HTMT)

Hair et al. (2021) recommend the Heterotrait-Monotrait Ratio (HTMT) as a measure of discriminant validity in addition to the Fornell-Larcker criteria. This is because HTMT is considered more sensitive and accurate in detecting discriminant validity. The recommended value is < 0.90.

Table 5. *Heterotrait-monotrait* (HTMT) Test Results

Variable	*Brand Trust*	CSR	E-WOM	*Green Product*	*Purchase Decision*
Brand Trust (Z)					
CSR (X2)	**0.724**				
E-WOM (X3)	0.620	**0.631**			
Green Product (X1)	0.707	0.684	**0.569**		
Purchase Decision (Y)	0.685	0.685	0.603	**0.784**	

Source: Data processing results, 2025

Based on the results of the HTMT (Heterotrait-Monotrait Ratio) test presented in Table 5, it can be explained that the total HTMT value generated for each construct pair in the model is < 0.90. This indicates that there is no problem of discrimination between different constructs, so each construct in this research model is proven to have good discriminant validity.

These results show that each construct in the model has the ability to uniquely represent the measured concept without any overlap or excessive correlation with other constructs. In other words, the relationship between constructs is maintained and does not affect the validity of each other. Therefore, it can be stated that all constructs used in this research model have met the criteria for discriminant validity in accordance with the standards, thus supporting the reliability and quality of the model to proceed to the stage of further analysis.

Reliability Test

Reliability tests in PLS analysis are performed using Cronbach's Alpha and Composite Reliability to measure the internal consistency of variables based on a number of indicators. Reliability is considered adequate if Cronbach's Alpha and Composite Reliability values are > 0.7 respectively (Hair et al., 2021).

Cronbach Alpha

Cronbach's alpha is used to measure the lower limit of the reliability value of a construct. The reliability test can be reinforced with Cronbach's Alpha value, where the value should be > 0.70 for all constructs Hair et al. (2021).

Table 6. *Cronbach Alpha Test Results*

Variable	*Cronbach's alpha*	Condition	Result
Green Product (X1)	0.850	> 0,7	Reliable
Corporate Social Responsibility (X2)	0.854	> 0,7	Reliable
E-WOM (X3)	0.867	> 0,7	Reliable
Brand Trust (Z)	0.820	> 0,7	Reliable
Purchase Decision (Y)	0.909	> 0,7	Reliable

Source: Data processing results, 2025

Based on Table 6, the *Green Product* variable has a *Cronbach's alpha* value of 0.850, which indicates that *the Green Product* is reliable. *Corporate Social Responsibility* has a *Cronbach's alpha* value of 0.854, which indicates that *Corporate Social Responsibility* is also reliable. E-WOM has a *Cronbach's alpha* value of 0.867, which indicates that E-WOM is reliable. *Brand Trust* has a *Cronbach's alpha* value of 0.820, which indicates that *Brand Trust* is reliable. Lastly, *the Purchase Decision* has a *Cronbach's alpha* value of 0.909, which indicates that *the Purchase Decision* is also reliable.

Composite Reliability

The *Composite Reliability* test is used to test the reliability of an instrument or construct in a research model. It is defined as reliable if all variables of its composite reliability value have a value of > 0.70. This means that it has high reliability (Hair et al., 2021).

Table 7. Composite Reliability Test Results

Variable	*Composite Reliability*	Condition	Result
Green Product (X1)	0.909	> 0,7	Reliable
Corporate Social Responsibility (X2)	0.901	> 0,7	Reliable
E-WOM (X3)	0.909	> 0,7	Reliable
Brand Trust (Z)	0.893	> 0,7	Reliable
Purchase Decision (Y)	0.932	> 0,7	Reliable

Source: Data processing results, 2025

Based on Table 7, the *Green Product* variable has a composite reliability of 0.909, which indicates that *the Green Product* is reliable. *Corporate Social Responsibility* has a composite reliability of 0.901, which indicates that *Corporate Social Responsibility* is also reliable. E-WOM has a composite reliability of 0.909, which indicates that E-WOM is reliable. *Brand Trust* has a composite reliability of 0.893, which indicates that *Brand Trust* is reliable. Lastly, *the Purchase Decision* has a composite reliability of 0.932, which indicates that *the Purchase Decision* is also reliable.

Structural Model Test Results (*Inner Model*)

Internal model *testing* to show the relationship or strength of estimation between latent variables or constructs based on substantive theory. The stages of testing the structural model (*inner model*) are carried out with the following steps:

Coefficient of determination (R^2)

The coefficient of determination (R^2) describes how much exogenous variables can explain the variability of endogenous variables in the model. The R^2 value ranges from 0 to 1, with categories according to Hair et al. (2018): substantial (>0.75), moderate (>0.50), and weak (>0.25). The closer it is to 1, the stronger the independent variable is in predicting endogenous variables. Conversely, the closer it gets to 0, the weaker its predictive ability becomes. The results of the R^2 determination coefficient in this study can be seen in Table 8.

Table 8. Test *Results R Square* (R^2)

Variable	*R-square*	*R-square adjusted*	Category
Brand Trust (Z)	0.480	0.471	moderate
Purchase Decision (Y)	0.580	0.571	moderate

Source: Data processing results, 2025

From Table 8, the R^2 *adjusted* value is 0.471, which if converted into a percentage means that *Green Product*, *Corporate Social Responsibility*, and E-WOM collectively affect *Brand Trust* by 47.1%. The remaining 52.9% were influenced by other variables not described in the study. The R^2 *adjusted* value in this study is included in the moderate category. Meanwhile, *the Purchase Decision* has an adjusted R^2 of 0.571, which means that *Green Product*, *Corporate Social Responsibility*, E-WOM, and *Brand Trust* affect *the Purchase Decision* by 57.1%, the remaining 42.9% is influenced by other variables that are not explained in this study and are included in the moderate category.

Cross-Validated Redundancy (Q^2)

The Q^2 value describes the accuracy of the prediction, i.e. the extent to which changes in exogenous or endogenous variables are able to predict endogenous variables. Calculated

through *the blind folding procedure*, the value of $Q^2 > 0$ indicates that the model has *good predictive relevance*, while the value of $Q^2 < 0$ indicates that the model's predictive relevance is inadequate (Hair et al., 2021).

Table 9. Results *of Cross-Validated Redundancy* (Q^2)

Variable	*Q^2predict*
Brand Trust (Z)	0.461
Purchase Decision (Y)	0.552

Source: Data processing results, 2025

Based on the results of the analysis, the Q^2*predict* value for *Brand Trust* is 0.461, indicating that this model has relevant predictions for *Green Product*, *Corporate Social Responsibility*, and E-WOM. Meanwhile, *the Purchase Decision* has a Q^2*predict* value of 0.552, indicating good relevance in predicting *Green Product*, *Corporate Social Responsibility*, E-WOM, and *Brand Trust*.

Model Fit Test (*Goodness of Fit*)

The analysis process in the SEM method involves testing the model (*Goodness of Fit*) to ensure that the model matches the data. In this study, the evaluation of model fit was carried out using two approaches, namely *Standardized Root Mean Square Residual* (SRMR) and *Normed Fit Index* (NFI). The model is considered to have a good fit if the SRMR value is less than 0.10 (Hair et al., 2021). In addition, NFI has values that range from 0.0 to 1.0. An NFI value of >0.90 indicates *good fit*, while 0.80 < NFI < 0.90 is referred to as *marginal fit*.

Table 10. Fit Model Test Results

	Saturated model	Estimated model
SRMR	0.062	0.062
d_ULS	0.742	0.742
d_G	0.332	0.332
Chi-square	372.025	372.025
NFI	0.843	0.843

Source: Data processing results, 2025

Table 10, shows that the model in this study has *a good fit* because it has an SRMR value of 0.062 or below the recommended threshold of 0.10, meaning that it shows a good level of suitability. Meanwhile, NFI shows a value of 0.843 (84.3%), meaning that it is in the *marginal fit category*.

Hypothesis Test Results

The hypothesis test in the study aims to determine the significance of the influence of exogenous variables on endogenous variables. This significance value can be obtained by *bootstrapping procedure*. According to Hair et al. (2018), *bootstrapping* is a method to evaluate the level of significance or probability of direct effects, indirect effects, and total effects. In addition, *bootstrapping* can also be used to assess the significance of other values such as R^2 and *adjusted* R^2, f^2, *outer loading*, and *outer weight*. *Bootstrapping* testing in this study was carried out using smartPLS 4. Here are the results:

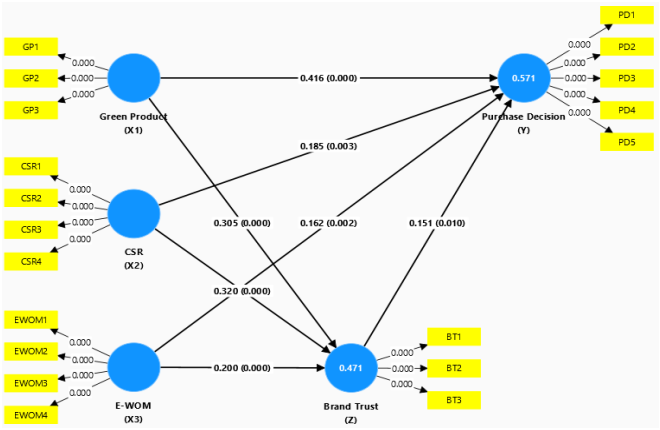

Figure 2. Bootstrapping Test Results
Source: Data processing results, 2025

Table 11. Direct Hypothesis Test Results

	***Original sample* (O)**	**T *statistics***	**P *values***	**Result**
Green Product > *Purchase Decision*	0.416	6.481	0.000	Accepted
CSR > *Purchase Decision*	0.185	3.011	0.003	Accepted
E-WOM > *Purchase Decision*	0.162	3.105	0.002	Accepted
Green Product > *Brand Trust*	0.305	4.358	0.000	Accepted
CSR > *Brand Trust*	0.320	4.527	0.000	Accepted
E-WOM > *Brand Trust*	0.200	3.548	0.000	Accepted
Brand Trust > *Purchase Decision*	0.151	2.586	0.010	Accepted

Source: Data processing results, 2025

Based on Figure 2 and Table 11, the relationship between Green Product and Purchase Decision has an Original Sample (O) value of 0.416, a statistical T value of 6.481 (>1.96), and a P value of 0.000 < alpha (0.05). Thus, the results of the H1 Green Product test show a significant effect on Purchase Decision and can be accepted.

Corporate Social Responsibility for Purchase Decision has an Original Sample (O) value of 0.185, a T-statistics value of 3.011 (>1.96), and a P value of 0.003 < alpha (0.05). Therefore, the results of the H2 Corporate Social Responsibility test show a significant effect on Purchase Decision and can be accepted.

The relationship between E-WOM and Purchase Decision has an Original Sample (O) value of 0.162, a T-statistics value of 3.105 (>1.96), and a P value of 0.002 < alpha (0.05). Thus, the results of the H3 E-WOM test show a significant effect on Purchase Decision and can be accepted.

The relationship between Green Product and Brand Trust has an Original Sample (O) value of 0.305, a T-statistics value of 4.358 (>1.96), and a P value of 0.000 < alpha (0.05). Therefore, the results of the H4 Green Product test show a significant effect on Brand Trust and can be accepted.

The relationship between Corporate Social Responsibility and Brand Trust has an Original Sample (O) value of 0.320, a T-statistics value of 4.527 (>1.96), and a P value of 0.000 < alpha (0.05). Thus, the results of the H5 Corporate Social Responsibility test show a significant effect on Brand Trust and can be accepted.

The relationship between E-WOM and Brand Trust has an Original Sample (O) value of 0.200, a T-statistics value of 3.548 (>1.96), and a P value of 0.000 < alpha (0.05). Therefore, the results of the H6 E-WOM test show a significant effect on Brand Trust and can be accepted.

The relationship between Brand Trust and Purchase Decision has an Original Sample (O) value of 0.151, a T-statistical value of 2.586 (>1.96), and a P value of 0.010 < alpha (0.05).

Thus, the results of the H7 Brand Trust test show a significant effect on Purchase Decision and can be accepted.

Table 12. Indirect Hypothesis Test Results

	***Original sample* (O)**	**T-*statistics***	**P-values**	**Result**
Green Product > *Brand Trust* > *Purchase Decision*	0.046	2.091	0.037	Accepted
CSR > *Brand Trust* > *Purchase Decision*	0.048	2.077	0.038	Accepted
E-WOM > *Brand Trust* > *Purchase Decision*	0.030	1.878	0.060	Rejected

Source: Data processing results, 2025

Based on Table 12, the Brand Trust relationship mediating the Green Product path to Purchase Decision has an Original Sample (O) value of 0.046, a T-statistics value of 2.091 (>1.96), and a P value of 0.037 < alpha (0.05). Thus, the results of the H8 Brand Trust test show that it can mediate the influence of Green Products on Purchase Decisions and can be accepted with the type of partial mediation in the competitive mediation category.

The relationship where Brand Trust mediates the Corporate Social Responsibility to Purchase Decision path has an Original Sample (O) value of 0.048, a T-statistics value of 2.077 (>1.96), and a P value of 0.038 < alpha (0.05). Therefore, the results of the H9 Brand Trust test show that it can mediate the influence of Corporate Social Responsibility on Purchase Decisions and can be accepted with the type of mediation categorized as partial competitive mediation.

The relationship between Brand Trust mediating the E-WOM path to Purchase Decision has an Original Sample (O) value of 0.030, a T-statistics value of 1.878 (<1.96), and a P value of 0.06 > alpha (0.05). Therefore, the results of the H10 Brand Trust test show that it cannot mediate the influence of E-WOM on Purchase Decision and is rejected.

The Influence of *Green Products* on *Purchase Decisions*

Based on the results of the hypothesis test, Green Product has a positive and significant influence on Purchase Decision with a t-statistical value of 6.481 and a p value of 0.000. These findings show that the better the consumer's perception of Green Products, the more consumers decide to buy the product.

These results indicate that Avoskin's strategy of presenting products made from natural ingredients, utilizing recyclable packaging, and minimizing the content of harmful chemicals is able to create strong value in the eyes of consumers. This not only affects functional aspects such as product quality and safety, but also provides emotional value through consumers' sense of concern for environmental sustainability.

From the perspective of Stimulus–Organism–Response (SOR) theory, Green Products act as a stimulus that triggers an internal process in the form of positive evaluation of the brand, which ultimately encourages responses in the form of purchase decisions. Products made according to sustainability principles give a strong signal to consumers that they have a moral commitment and social responsibility. Additionally, when viewed in marketing strategies, the use of natural and organic materials, environmentally friendly packaging, and freedom from harmful chemicals has been proven to be empirically relevant and consistent with the perception of respondents in this study. This proves that sustainability-based differentiation can be an effective competitive advantage, especially in the midst of fierce competition in the skincare industry in Indonesia.

This aligns with research by Murniati et al. (2024) and Rohmah et al. (2024), which states that products prioritizing sustainability aspects such as the use of recyclable raw materials that do not endanger health can improve consumer purchasing decisions. This is also in line with the principles of SDG 12 (Responsible Consumption and Production), which encourages

companies to produce sustainably and encourages consumers to choose environmentally friendly products.

The Influence of Corporate Social Responsibility on Purchase Decision

The results of this study show that Corporate Social Responsibility has a positive and significant influence on Purchase Decision with a t-statistical value of 3.011 and a p value of 0.003. This indicates that the better the CSR programs run by the company, such as activities that focus on environmental conservation and community empowerment, the more likely consumers will make purchasing decisions.

From the perspective of Stimulus–Organism–Response (SOR) theory, CSR functions as a stimulus that triggers positive consumer perception, which ultimately results in a response in the form of a purchase decision. Thus, Avoskin's efforts in implementing CSR programs that focus on sustainability, such as the cooperation program with Waste4Change to support environmental preservation—where consumers give used Avoskin packaging to be exchanged for discount vouchers, then the packaging is recycled again, with glass/bottle materials recycled into the same product, while plastic materials are recycled into household products such as broom handles, dusters, and others—can create added value in the eyes of consumers, strengthening purchase decisions.

These findings align with research conducted by Kinasih et al. (2023), which found that Corporate Social Responsibility has a significant influence on Purchase Decisions because consistent CSR implementation strengthens positive consumer perceptions, increases trust, and ultimately drives purchase decisions.

The Influence of E-WOM on *Purchase Decision*

This study also shows that E-WOM has a positive and significant influence on Purchase Decision with a t-statistical value of 3.105 and a p value of 0.002. This indicates that the more positive reviews and recommendations consumers give through digital platforms such as reviews on E-Commerce and content on TikTok/Instagram, the more likely consumers are to make a purchase decision.

With a very high number of positive reviews in e-commerce, scoring 4.9/5, Avoskin has managed to build consumer trust through message credibility, clarity of information, and a large number of reviews. Therefore, creating positive reviews and triggering online discussions is one of the keys to strengthening purchasing decisions. From the perspective of Stimulus–Organism–Response (SOR) theory, E-WOM acts as a stimulus that provides social proof for consumers. The information conveyed by other users forms perceptions related to product quality and benefits, then triggers a response in the form of a purchase decision.

Based on these results, it can be said that using sustainable products is not enough; companies also need to actively encourage consumers to give positive reviews, in accordance with the characteristics of the skincare market, which is sensitive to user experience. Consumers tend to trust real testimonials more than ads created by companies.

These findings align with research by Puspita et al. (2023) and Mamoto et al. (2023), which shows that Electronic Word of Mouth is a key factor in influencing consumer perception and purchasing decisions, especially in millennial and Gen Z consumers who rely on online information before transactions.

The Influence of *Green Products* on *Brand Trust*

Green Product has a positive and significant influence on Brand Trust with a t-statistic value of 4.358 and a p value of 0.000. This means that the higher the consumer's perception of Green Products, the higher their level of trust in the brand.

From the perspective of the Stimulus–Organism–Response (SOR) theory, Green Products act as a stimulus that then generates brand trust as an organism. Avoskin prioritizes the use of natural and organic materials, avoids harmful chemicals, and utilizes environmentally friendly packaging such as recyclable sugarcane-based plastics. These efforts not only meet consumers' functional needs for safe products but also satisfy their emotional needs for involvement in the environmental movement.

These findings confirm that a Green Product-based differentiation strategy not only provides added value to the product but also shapes consumer trust in the brand. For Avoskin, maintaining the use of natural ingredients and using easy-to-recycle packaging will be a strategic step to maintain and increase Brand Trust amid increasingly fierce competition in the skincare industry. This is in line with Kotler & Keller (2022) and Chen et al. (2019), who state that authentic and consistent green products reduce negative perceptions such as greenwashing, thus forming long-term trust in brands.

The Influence of Corporate Social Responsibility on Brand Trust

The influence of Corporate Social Responsibility on Brand Trust has a t-statistical value of 4.527 and a p value of 0.000, which shows that it has a positive and significant influence. These findings indicate that the better the CSR program that Avoskin runs, the higher the level of consumer trust in the brand.

From the perspective of the Stimulus–Organism–Response (SOR) theory, where CSR acts as a stimulus that ultimately forms Brand Trust as an organism. These results reflect the facts, where Avoskin consistently implements CSR programs integrated with the vision of sustainability. One concrete example is the collaboration with Torajamelo and Duanyam to increase the income of local weavers in NTT, which not only impacts the economic empowerment of the community but also strengthens consumer trust in Avoskin as a brand that cares about social welfare. In addition, Avoskin runs environmental conservation programs through partnerships with BOS Foundation and Protect Forests, as well as managing packaging waste in collaboration with Waste4Change. All of these activities, if carried out consistently by Avoskin, will build strong brand trust.

This is in line with research by Lee & Jeong (2022), which shows that a company's involvement in social and environmental activities directly increases brand credibility and can even strengthen consumer loyalty.

The Influence of E-WOM on *Brand Trust*

E-WOM also has a positive and significant influence on Brand Trust with a t-statistical value of 3.548 and a p value of 0.000. This indicates that the more positive E-WOM that Avoskin has, the higher the level of consumer trust in the brand.

In the framework of Stimulus–Organism–Response (SOR), E-WOM acts as a stimulus in the form of information submitted by other consumers that is considered more objective than advertisements from companies. This information is processed by consumers, which ultimately increases Brand Trust. Based on the principles of Sustainability Marketing, E-WOM functions as a social proof that validates the brand's commitment. Consumers who share positive experiences related to sustainability become brand advocates, creating a network effect that expands the brand's message without direct marketing costs. This finding confirms that reviews, recommendations, and consumer experiences disseminated digitally—such as through TikTok social media, where many consumers review and recommend Avoskin—can strengthen consumer confidence in a brand.

These results are supported by research by Sintiadewi et al. (2024), which found that E-WOM plays an important role in forming brand trust because reviews from other consumers

become social references that help form perceptions of brand credibility, even before consumers have direct experience.

The Influence of Brand Trust on Purchase Decisions

The results of the study showed that Brand Trust had a positive and significant effect on Purchase Decision with a t-statistic value of 2.586 and a p value of 0.010. This confirms that the higher the level of consumer trust in the brand, the more likely they are to make a purchase decision.

From a Stimulus–Organism–Response (SOR) perspective, Brand Trust is the result of various positive stimuli provided by brands, such as sustainable product use, consistent CSR, and positive E-WOM. This trust then forms confidence in the brand, which drives consumers to make a purchase decision. Avoskin not only sells the functional benefits of skincare products but also highlights sustainability values such as eco-friendly packaging, natural ingredients, and eco-care campaigns. The consumer trust that develops from this practice makes consumers more confident in making purchasing decisions. These findings confirm that trust in a brand plays a role in encouraging consumers to buy products.

These results align with the research of Mamoto et al. (2023), which states that a high level of trust reduces consumers' risk perception and increases their confidence in choosing products.

Brand Trust* mediates the Influence of *Green Products* on *Purchase Decisions

Brand Trust partially mediated the influence of Green Product on Purchase Decision with a t-statistical value of 2.091 and a p value of 0.037. This indicates that the existence of Brand Trust plays a role in strengthening the influence of Green Products on Purchase Decisions. This means that although Green Products can directly influence consumers to buy a product, the effect will be stronger when consumers have a high level of trust in the brand.

From the perspective of Stimulus–Organism–Response (SOR), Green Products act as an initial stimulus that triggers brand trust (organism) and then turns it into a purchase decision (response). Meanwhile, from the perspective of Green Marketing, the Brand Trust mediation here explains that the Green Marketing strategy is not enough to rely only on environmentally friendly products but also must build consumer perception that the company has integrity, consistency, and transparency. For example, Avoskin has products that are claimed to use natural ingredients; these product claims can be strengthened by certification or sustainability program reporting, so as to strengthen Brand Trust.

The findings also confirm that Brand Trust provides a sense of security and more confidence for consumers to validate "green" claims. Without trust, consumers have the potential to be hesitant and skeptical of environmentally friendly products. Therefore, building and maintaining Brand Trust is one of the factors encouraging consumers to make purchases. Thus, for Avoskin, building Brand Trust through the use of natural and organic ingredients, environmentally friendly product packaging, and products that are free from harmful chemicals not only strengthens brand trust but also strengthens Purchase Decision.

Brand Trust mediates the Influence of Corporate Social Responsibility on Purchase Decision

Brand Trust also partially mediated the influence of Corporate Social Responsibility on Purchase Decision with a t-statistical value of 2.077 and a p value of 0.038. This means that the implementation of CSR programs by companies not only has a direct impact on purchasing decisions but also strengthens this influence through the formation of consumer trust in the brand.

In the framework of Stimulus–Organism–Response (SOR) theory, CSR acts as a stimulus that triggers positive perceptions of consumers so that they trust the brand (organism), which

then encourages them to make a purchase decision (response). This process explains why consumers who initially want to buy a product when they see Avoskin's CSR program will be more confident in making a purchase when they believe in the brand. Avoskin has carried out various CSR initiatives relevant to environmental and social sustainability issues, such as collaboration with Waste4Change for the management of used packaging, the One Tree One Skin program for tree planting, and cooperation with the BOS Foundation in wildlife conservation. This activity aligns with the goals of SDG 12 (Responsible Consumption and Production) and SDG 15 (Life on Land). With a CSR program that is integrated with business strategy, consumers not only judge products in terms of quality but also from the brand's contribution to the environment and society.

Thus, it can be concluded that a relevant, consistent CSR program will be more effective in driving purchasing decisions when supported by strategic efforts to build Brand Trust. CSR that is only a one-off campaign tends to have less impact, while CSR integrated with brand values can strengthen the emotional bonding of consumers. Therefore, building Brand Trust is essential to strengthen the influence of CSR in influencing purchasing decisions.

Brand Trust mediates the Influence of E-WOM on *Purchase Decision*

Theoretically, in the framework of Stimulus–Organism–Response (SOR), E-WOM is positioned as a stimulus that affects the organism, namely Brand Trust, before generating a response, i.e., a purchase decision. However, the findings of this study show that in certain contexts, especially in product categories with high involvement such as skincare, E-WOM can work directly at the response stage without going through the organism. This may be influenced by the nature of E-WOM that is considered credible and authentic by consumers, enabling them to pass the evaluation process that usually requires Brand Trust.

This means that the influence of E-WOM on purchasing decisions is so strong that consumers do not need to build trust in the brand first to make a purchase. In other words, when consumers see positive reviews or video content such as on TikTok or Instagram from other users, they are immediately encouraged to buy products without trusting the brand first.

These findings are not in line with Sintiadewi et al. (2024), who stated that Brand Trust should play an important role in strengthening the influence of E-WOM on purchasing decisions. This can be explained through two factors. First, skincare consumer behavior in Indonesia is currently highly exposed to real-time content such as TikTok reviews, Instagram reels, and e-commerce live streaming, which can cause an instant persuasion effect. Second, in some market segments, especially the younger generation, emotional drive and curiosity due to viral reviews can override trust in the brand first.

CONCLUSION

Based on the results of the study on the influence of Green Product, Corporate Social Responsibility (CSR), and E-WOM on purchase decisions with Brand Trust as a mediating variable, it can be concluded that there is a positive and significant influence between Green Product and CSR on purchase decisions, where good consumer perception of environmentally friendly products and strong CSR programs encourage purchase decisions. In addition, E-WOM also has a positive and significant effect on purchase decisions, with many positive reviews that can increase consumer interest. On the other hand, Green Product, CSR, and E-WOM also have a positive effect on Brand Trust, which means that green products and good CSR programs increase consumer trust in brands, while positive E-WOM strengthens consumer confidence. Brand Trust, in turn, has a positive effect on purchasing decisions, showing that the higher the consumer's trust in the brand, the more likely they are to buy the product. Brand Trust has also been shown to mediate the influence of Green Product and CSR

on purchase decisions, but it does not mediate the influence of E-WOM, suggesting that positive reviews can directly drive purchasing decisions without the need to build trust first.

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