

The Influence of CSR And Green Marketing on Purchasing Decisions Through Brand Image

¹Suci Oktafiani*, ²Ekaning Setyarini, ³ Hendry Rahmayani Asri

^{1,2,3}Faculty of Economics, Universitas Gunadarma

Jl. Margonda Raya No. 100, Depok 16424, West Java

¹sucioktafianii01@gmail.com, ²eganienk@staff.gunadarma.ac.id, ³hrahma@staff.gunadarma.ac.id

Abstract

This paper aims to determine the influence of CSR and green marketing on purchasing decisions of Wardah products in Tangerang City directly and indirectly through brand image as an intervening variable, as well as to find out which variables are most dominant in influencing purchasing decisions, brand image and purchasing decisions through brand image of Wardah Products in Tangerang City. The analysis method in this study uses quantitative primary data, the test stages carried out are: validity test, reliability test, outer model test (convergent validity, discriminant validity, and composite reliability), inner model test (determination coefficient test (R²), F-Square (F²), predictive relevance test (Q²), and goodness of fit test), and hypothesis test (Bootstrapping). The data used in this study were collected using a questionnaire instrument, and valid data that were successfully collected were 150 respondents. The sampling method in this study was non-probability sampling with purposive sampling technique. The testing tool used was SmartPLS. The results of this study indicate that CSR and green marketing variables have a direct and indirect effect on the purchasing decision of Wardah products in Tangerang City through brand image as an intervening variable, and the most dominant variable on purchasing decisions is the CSR variable, the most dominant on brand image is the green marketing variable, and the most dominant on purchasing decisions through brand image is the green marketing variable.

Keywords: brand image, corporate social responsibility (CSR), green marketing, purchasing decisions.

JEL Codes : M41, M15

INTRODUCTION

Environmental issues are now a major concern, with many countries competing to raise public awareness of the importance of environmental conditions. Indonesia, for its part, achieved a proud achievement, ranking first as the country most concerned about environmental issues, according to the February 2023 edition of Ipsos Global Trends (Ipsos, 2023). The importance of environmental issues has made companies in various sectors begin to respond by integrating environmental values into their products and marketing strategies, including in the beauty product category. Wardah, one of the leading halal beauty brands in Indonesia, has also adopted these strategies through one of its philosophies, namely "Halal Green Beauty Innovation," which strives to innovate products that are environmentally friendly and safe to use. Wardah also has a "Story of Usefulness" philosophy, which means providing benefits to those around us, and a "Collaboration with Local and Global Experts" philosophy, which means that every Wardah product is made by applying the golden standard to meet internationally recognized quality (Wardah, 2021).

Wardah products are very easy to find because they are available in offline stores, and available on e-commerce such as Shopee, Tokopedia and others, moreover Wardah is one of the 10 best beauty brands in e-commerce, as can be seen in Figure 1 below:



Figure 1. Top 10 Best Beauty and Care Brands on E-Commerce
 Source: GoodStats, 2024

Based on the data in Figure 1 it can be seen that in 2022, Wardah ranked third, behind Ms Glow, which ranked first, and Scarlett, which ranked second. In 2023, Wardah managed to maintain its third place, while Skintific managed to rise to first place and Ms Glow fell to second place. In 2024, Wardah managed to rise and occupy second place, with Skintific still securing first place and The Originote taking over third place (Al-Fajri, 2024). Corporate Social Responsibility (CSR) has a positive and significant influence on purchasing decisions according to research conducted by (Johanis, Palandeng, & Rogi 2023). CSR plays a role in building consumer trust in environmentally friendly products while supporting green marketing strategies, by demonstrating the company's commitment to sustainability and social responsibility. Green marketing strategies are carried out not only to market environmentally friendly products but also represent the company's commitment to the importance of protecting the surrounding environment. According to (Khansa & Sigit, 2024), green marketing has a positive and significant influence on purchasing decisions. Brand image also plays a role in shaping consumer perceptions of a product. Wahyuni (2023) states that green marketing has an influence on brand image, which shows that the higher the level of green marketing, the better the brand image. CSR is one strategy for building a positive image in the eyes of consumers. CSR has an influence on brand image and can mediate the influence of green marketing on consumer purchasing decisions. The stronger a company's brand image, the greater the influence of green marketing on consumer purchasing decisions. The results of the study indicate that green marketing and corporate social responsibility have a positive and significant effect on brand image and purchasing decisions, and brand image successfully mediates the relationship between these variables and purchasing decisions (Kinasih, Widagda, Rahyuda, & Suparna, 2023). Green marketing not only focuses on environmental sustainability aspects, but can also strengthen consumer trust in halal labels by emphasizing transparency, production ethics, and commitment to values in accordance with halal principles. Research (Mardhotillah, Putri, Rasyid, & Sahrin, 2022), states that the inclusion of the halal logo will lead to high purchasing decisions. Halal labels have a significant influence on purchasing decisions through brand image (Gunawan & Pertiwi, 2022). This study aims to determine and analyze the direct influence of Corporate Social Responsibility (CSR), Green Marketing, and Halal Labels on brand image and purchasing decisions of Wardah products. This study also aims to determine and analyze the indirect influence of Corporate Social Responsibility (CSR), Eco-Marketing, and Halal Label on Wardah product purchasing decisions through Brand Image as an Intervening Variable. Thus, this study seeks to further analyze how CSR and eco-marketing influence brand image and its impact on purchasing decisions. The expected contribution of this study is to enrich the literature on marketing management, particularly those related to consumer behavior towards local cosmetic products, as well as provide insights for companies in designing more effective and sustainable marketing strategies. From a practical perspective, this study can be a reference for businesses to strengthen brand competitiveness by improving brand image through social and environmental responsibility.

LITERATURE REVIEW

Planned Behavior Theory

This theory states that individual behavior is controlled by attitudes toward behavior and subjective norms in their social environment. According to Ajzen (1985) The Theory of Planned Behavior is based on the assumption that humans tend to behave rationally by considering the consequences before acting. This theory is considered effective in predicting and explaining purchasing decisions based on attitudes, subjective norms, and perceived behavioral control. The Theory of Planned Behavior (TPB) has three concepts (Ajzen, 1991), including:

1. Attitude towards the behavior
2. Subjective norm
3. Perceived behavior control

Corporate Social Responsibility (CSR)

According to Bayasut (2024) Corporate Social Responsibility (CSR), also known as corporate social responsibility, is a company's commitment to improving community welfare through the allocation of company resources and sound business practices. According to Johanis, Palandeng and Rogi (2023) CSR is a company's commitment to improving social welfare through sound business practices and the allocation of company resources for that purpose. From the definition above, it can be concluded that CSR reflects a company's responsibility to support social welfare through the utilization of resources and the implementation of sustainable business policies. Companies focus not only on economic profit but also contribute to better social and environmental development.

Green Marketing

Green marketing is the learning of all activities and efforts to consume, produce, distribute, promote, package and retrieve products in a way that is sensitive or responsive to environmental issues (Dahlstrom, 2020). Meanwhile, according to Khansa and Sigit (2024) Green marketing is a strategic approach focused on environmental sustainability. This concept encompasses product innovation, optimization of more environmentally friendly production processes, redesigning packaging to reduce waste, and aligning marketing strategies to raise ecological awareness in the community. From the definition above, it can be concluded that green marketing is a sustainability-oriented business practice that minimizes environmental impact at every stage of production, distribution, and promotion.

Brand Image

Brand image is the result of the process of interpretation and formation of consumer perceptions based on various information and their experiences over a period of time. This interpretation forms the basis for consumer attitudes, especially regarding preferences for a brand, which can influence their purchasing decisions (Sitorus, et al., 2022). According to Dewi and Sukati (2023) Brand image is the perception of a product's durability, formed through craftsmanship and characterized by long-term consistency. The definition above demonstrates that brand image reflects consumer perceptions of a brand, formed through information, experience, and consistent product quality over time. This understanding plays a role in determining preferences and purchasing decisions, as a strong brand image can enhance consumer trust and loyalty.

Buying decision

Tjiptono (2020) explains that a purchasing decision is a process in which consumers begin to recognize a product or brand, then evaluate various available alternatives based on their individual preferences and needs. After going through the consideration stage, this process ultimately leads to a decision to make a purchase. Meanwhile, according to research conducted by Khansa and Sigit (2024) explains that a purchasing decision is a condition where a consumer can purchase a desired product. From the definition above, it can be concluded that a purchasing decision is the result of a consumer's evaluation and consideration of products or brands that align with their preferences and needs. This process involves product recognition, alternative selection, and ultimately, the decision to purchase.

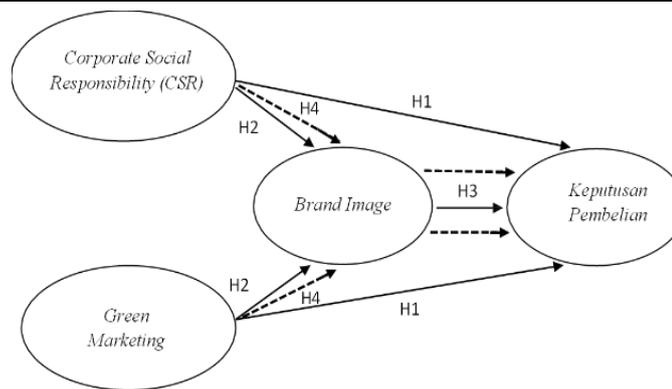


Figure 2. Research Model

Research Hypothesis:

H1: Corporate Social Responsibility (CSR) and Green Marketing have a direct influence on Wardah Product Purchasing Decisions.

H2: Corporate Social Responsibility (CSR) and Green Marketing have a direct influence on the Brand Image of Wardah Products.

H3: Brand Image influences the decision to purchase Wardah products.

H4: Corporate Social Responsibility (CSR) and Green Marketing have an indirect influence on Wardah Product Purchasing Decisions through Brand Image as an Intervening Variable.

RESEARCH METHODS

Subjects and Objects of Research

The primary focus of this research is the community, which serves as a data source relevant to the research objectives. This research focuses on Wardah product users in Tangerang City who are in the productive age range, between 15 and 64 years old.

The objects in this study are Corporate Social Responsibility (CSR) and green marketing, purchasing decisions and brand image as intervening variables.

Population and Sample

The population used in this study is the community in Tangerang City who use Wardah products.

The sample in this study consisted of consumers or users of Wardah products in Tangerang City. The sampling procedure used in this study was non-probability sampling with purposive sampling techniques or with specific criteria. The criteria used in this study were:

1. Respondents who have purchased Wardah products
2. Respondents aged 15 – 64 years
3. Respondents domiciled in Tangerang City

To determine the number of samples, the guidelines formulated by Hair, Black, Babin, & Anderson were used (2019). In research where the population size is not precisely known, the minimum requirement for applying SEM is a number of indicators x 5 to 10 observations per variable.

$$\begin{aligned} \text{Sample} &= \text{Number of indicators} \times 7 \\ &= 18 \times 7 \\ &= 126 \end{aligned}$$

Based on the calculations above, the minimum sample size required is 126 respondents. This figure reflects the minimum sample size sufficient to represent the population.

Data Types and Sources

The type of data used in this study is quantitative data and the data sources used in this study are primary data.

Method of collecting data

Data collection techniques using questionnaires, the questionnaire in this study uses a digital platform known as Google Forms (G-Form), a tool that facilitates investigation and information collection by entering a series of questions that will later be distributed by researchers to respondents who have

purchased Wardah products in Tangerang City who are domiciled in Tangerang City regarding the decision to purchase Wardah products seen from CSR and Green Marketing.

The measurement scale used was the Likert Scale. The distributed questionnaire included five alternative answers, each given a score of 1–5 (Sugiyono, 2022). The data in this study were analyzed by applying the partial least square (PLS) approach and using the SmartPLS 4.0 analysis tool.

Operational Variables

The operational definition of a research variable is an attribute, characteristic, or value possessed by an object or activity that has been determined with certain variations by the researcher to be analyzed and then conclusions drawn. The operational variables used are Corporate Social Responsibility (CSR), green marketing, purchasing decisions, and brand image as intervening variables. These variables are explained in the following table 1.

Table 1 Operational Variable

| Research Variables | Operational Definition | Indicator |
|----------------------|--|---|
| CSR (X1) | Corporate Social Responsibility (CSR) or what is known as corporate social responsibility is a form of company commitment to improving community welfare through the allocation of company resources and good business practices (Bayasut, 2024) | 1. Economic responsibility 2. Legal responsibility 3. Social responsibility 4. Environmental responsibility (Johanis, Palandeng, & Rogi, 2023) |
| Green Marketing (X2) | Green marketing is the study of all activities and efforts to consume, produce, distribute, promote, package and retrieve products in a way that is sensitive or responsive to environmental issues (Dahlstrom, 2020) | 1. Green Product 2. Green Price 3. Green Place 4. Green Promotion (Dewi & Sukati, 2023) |
| Buying Decision (Y) | Purchasing decisions are a process in which consumers first identify a product or brand and then evaluate the various available alternatives based on their individual preferences and needs (Tjiptono, 2020) | 1. Product Confidence 2. Product Purchasing Habits 3. Recommendations to Others 4. Repeat Purchases (Dewi & Sukati, 2023) |
| Brand Image (Z) | Brand image is the result of the process of interpretation and formation of consumer perceptions based on various information and their experiences over a certain period of time (Sitorus, et al., 2022) | 1. corporate image 2. user image 3. product image (Dewi & Sukati, 2023) |

RESULTS AND DISCUSSION

Data Analysis Tools

This study used a statistical analysis technique in the form of variance-based Structural Equation Modeling (SEM) known as Partial Least Squares (PLS). Partial Least Squares (PLS) is a statistical method or data processing method often used to test the relationship between variables in a study using the SmartPLS test tool.

Measurement Model (Outer Model)

The measurement model (outer model) was used to assess validity and reliability. The outer model, with reflection indicators, was evaluated through convergent and discriminant validity tests of the indicators forming the latent construct, composite reliability tests, and Cronbach's alpha tests for the indicator blocks.

Convergent Validity Test

Convergent validity is related to the principle that measurements of a construct should be highly correlated. Convergent validity can be determined by the loading factor values for each construct indicator and by the rule of thumb, which is commonly used to assess validity, where the loading factor is considered valid if the indicators correlate >0.7 . The results of the Outer Loading Factor Test are shown in Table 2 below:

Table 2. Test Results *Outer Loading Factor*

| Variables | X1 | X2 | Y | Z | Information |
|-----------|-------|-------|-------|-------|-------------|
| X1.1 | 0.902 | | | | Valid |
| X1.2 | 0.928 | | | | Valid |
| X1.3 | 0.866 | | | | Valid |
| X1.4 | 0.871 | | | | Valid |
| X2.1 | | 0.894 | | | Valid |
| X2.2 | | 0.868 | | | Valid |
| X2.3 | | 0.879 | | | Valid |
| X2.4 | | 0.787 | | | Valid |
| Y.1 | | | 0.888 | | Valid |
| Y.2 | | | 0.946 | | Valid |
| Y.3 | | | 0.870 | | Valid |
| Y.4 | | | 0.916 | | Valid |
| Z.1 | | | | 0.846 | Valid |
| Z.2 | | | | 0.887 | Valid |
| Z.3 | | | | 0.839 | Valid |
| Z.4 | | | | 0.910 | Valid |

Source: Processed Primary Data, 2025

Based on the loading factor test results presented in Table 2 above, it can be seen that the instrument used to measure CSR, green marketing, purchasing decisions, and brand image variables has valid indicators. Convergent validity can be met for each variable with an Average Variance Extracted (AVE) value above 0.5. The AVE test results can be seen in Table 3 as follows:

Table 3. AVE Test Results

| Variables | <i>Average Variance Extracted (AVE)</i> | Information |
|----------------------------|---|-------------|
| CSR (X1) | 0.796 | Valid |
| <i>Green Marketing(X2)</i> | 0.736 | Valid |
| Purchase Decision(Y) | 0.820 | Valid |
| <i>Brand Image(Z)</i> | 0.759 | Valid |

Source: Processed Primary Data, 2025

Based on the AVE test results above, it can be seen that the instrument used has valid indicators. This is indicated by an AVE value above 0.5.

Discriminant Validity Test

The discriminant validity test of the reflective model can be seen from the cross loading between the indicators and the construct. The results of the Cross-Loading Test can be seen in Table 4 as follows:

Table 4 Test Result *Cross-Loading*

| <u>Variabel</u> | <u>CSR (X1)</u> | <u>Green Marketing (X2)</u> | <u>Keputusan Pembelian (Y)</u> | <u>Brand Image (Z)</u> |
|-----------------|-----------------|-----------------------------|--------------------------------|------------------------|
| X1.1 | 0.902 | 0.693 | 0.695 | 0.652 |
| X1.2 | 0.928 | 0.698 | 0.702 | 0.666 |
| X1.3 | 0.866 | 0.616 | 0.615 | 0.607 |
| X1.4 | 0.871 | 0.672 | 0.710 | 0.673 |
| X2.1 | 0.671 | 0.894 | 0.648 | 0.687 |
| X2.2 | 0.637 | 0.868 | 0.630 | 0.612 |
| X2.3 | 0.636 | 0.879 | 0.624 | 0.562 |
| X2.4 | 0.634 | 0.787 | 0.606 | 0.596 |
| Y.1 | 0.649 | 0.675 | 0.888 | 0.660 |
| Y.2 | 0.713 | 0.678 | 0.946 | 0.711 |
| Y.3 | 0.681 | 0.608 | 0.870 | 0.717 |
| Y.4 | 0.723 | 0.687 | 0.916 | 0.761 |
| Z.1 | 0.553 | 0.601 | 0.630 | 0.846 |
| Z.2 | 0.668 | 0.648 | 0.682 | 0.887 |
| Z.3 | 0.609 | 0.582 | 0.672 | 0.839 |
| Z.4 | 0.701 | 0.668 | 0.754 | 0.910 |

Source: Processed Primary Data, 2025

Based on the cross-loading test results in Table 4 above, it can be seen that the instrument used to measure CSR, green marketing, purchasing decisions, and brand image variables has valid indicators. This is indicated by the highest cross-loading value on the variables formed compared to the cross-loading values on other variables. Another method is to compare the square root of the AVE (Average Variance Extracted), which must be higher than the other constructs. Validity can be considered if AVE > 0.5.

Table 5 Test Result *Fornell-Lacker Criterion*

| <u>Variabel</u> | <u>CSR (X1)</u> | <u>Green Marketing (X2)</u> | <u>Keputusan Pembelian (Y)</u> | <u>Brand Image (Z)</u> |
|-----------------------------|-----------------|-----------------------------|--------------------------------|------------------------|
| CSR (X1) | 0.892 | | | |
| <i>Green Marketing (X2)</i> | 0.752 | 0.858 | | |
| Keputusan Pembelian (Y) | 0.765 | 0.732 | 0.905 | |
| <i>Brand Image (Z)</i> | 0.729 | 0.718 | 0.788 | 0.871 |

Source: Processed Primary Data, 2025

Based on the cross-loading test results in Table 5 on the previous page, it can be seen that the instrument used to measure the variables has valid indicators. This is indicated by the AVE root value > 0.5 and the highest value for the variable it forms compared to the values for the other variables.

Reliability Test (Composite Reliability)

Reliability testing is used to demonstrate the accuracy, consistency, and precision of an instrument in measuring a construct by examining its Cronbach's alpha and composite reliability values. A measure is considered reliable if its Cronbach's alpha and composite reliability values are greater than 0.7. The results of the reliability test are shown in Table 6 below:

Table 6 Reliability Test Results

| <u>Variabel</u> | <u>Cronbach's Alpha</u> | <u>Composite Reliability</u> | <u>Keterangan</u> |
|-----------------------------|-------------------------|------------------------------|-------------------|
| CSR (X1) | 0.914 | 0.940 | <u>Reliabel</u> |
| <i>Green Marketing (X2)</i> | 0.879 | 0.918 | <u>Reliabel</u> |
| Keputusan Pembelian (Y) | 0.926 | 0.948 | <u>Reliabel</u> |
| <i>Brand Image (Z)</i> | 0.894 | 0.926 | <u>Reliabel</u> |

Source: Processed Primary Data, 2025

Based on Table 6 above, it can be seen that the instruments used to measure CSR, green marketing, purchasing decisions, and brand image variables have reliable indicators. This is indicated by Cronbach's alpha and composite reliability values for each variable exceeding 0.7.

Structural Model (Inner Model)

The structural model can be done by looking at the R-Square value, where changes in the R-Square value can be done to describe the presence or absence of exogenous latent by using R-Square for the dependent construct, the path coefficient value or t-values for each path to be able to test the significance of the construct in the structural model.

Coefficient of Determination Test (R2)

Changes in R2 can be used to explain the influence of certain exogenous latent variables on endogenous latent variables that have a substantive influence. The coefficient of determination (R2) is expected to be between 0 and 1, with R2 values closer to 1 indicating a strong model. An R-square value of 0.75 is considered "strong," 0.50 is considered "moderate," and 0.25 is considered "weak." The results of the coefficient of determination (R2) test can be seen in Table 7 below:

Table 7 Results of the Coefficient of Determination (R2) Test

| <u>Variabel</u> | <i>R-square</i> | <i>R-square adjusted</i> | <u>Keterangan</u> |
|-------------------------|-----------------|--------------------------|-------------------|
| Keputusan Pembelian (Y) | 0.712 | 0.706 | Moderate |
| Brand Image (Z) | 0.598 | 0.593 | Moderate |

Source: Processed Primary Data, 2025

Based on Table 7 above, it can be seen that the independent variables in this study, namely CSR and green marketing, are able to explain 59.8% of the variation that occurs in brand image with an adjusted R-square of 59.3%, which indicates that the model is quite strong. Meanwhile, the purchase decision has an R-square of 71.2% and an adjusted R-square of 70.6%, which means that the independent variables and intervening variables contribute significantly to consumer decisions in purchasing Wardah products. This shows that the research model used has a fairly strong and relevant predictive ability.

F-Square Test (F²)

An independent variable is said to have a weak substantive level if F² is more than the critical value = 0.02, is said to be medium if F² is more than the critical value = 0.15 and is said to be greater if F² is more than the critical value = 0.35. The results of the F² test can be seen in Table 8 below:

Table 8 F² Test Results

| <u>Variabel</u> | <i>CSR (X1)</i> | <i>Green Marketing (X2)</i> | <i>Keputusan Pembelian (Y)</i> | <i>Brand Image (Z)</i> |
|-------------------------|-----------------|-----------------------------|--------------------------------|------------------------|
| CSR (X1) | | | 0.121 | 0.205 |
| Green Marketing (X2) | | | 0.050 | 0.166 |
| Keputusan Pembelian (Y) | | | | |
| Brand Image (Z) | | | 0.247 | |

Source: Processed Primary Data, 2025

Based on Table 8 above, it can be seen that CSR has an influence of 0.121 on purchasing decisions and CSR has an influence of 0.205 on brand image, which means that both values are in the moderat influence category. Green marketing has an influence of 0.05 on purchasing decisions and green marketing has an influence of 0.166 on brand image, which is included in the weak influence category. Brand image has an influence of 0.247 which is in the moderate influence category, which means that brand image plays an important role as an intervening variable, strengthening the indirect influence of CSR and green marketing on consumer purchasing decisions for Wardah products.

Predictive Relevance Test (Q²)

Q² value > 0 indicates that the model has predictive relevance, while a Q² value < 0 indicates that the model lacks predictive relevance. The results of the predictive relevance test can be seen in Table 9 below:

Table 9 Test Results *Predictive Relevance (Q²)*

| Variabel | SSO | SSE | Q ² (=1- SSE/SSO) |
|-----------------------------|-----|---------|---------------------------------|
| CSR (X1) | 900 | 900 | 0 |
| <i>Green Marketing</i> (X2) | 900 | 900 | 0 |
| Keputusan Pembelian (Y) | 600 | 286,953 | 0.620 |
| <i>Brand Image</i> (Z) | 600 | 299,389 | 0.572 |

Source: Processed Primary Data, 2025

Based on Table 9 above, it can be seen that the brand image variable has a Q² value of 0.465 and the purchase decision variable has a Q² value of 0.576. Both values are above the minimum threshold of 0, even exceeding the value of 0.35, which is generally categorized as strong predictive ability (large predictive relevance). This indicates that this research model is able to predict both variables well based on the independent variables that influence them, namely CSR, green marketing, and halal labels. Thus, overall, the structural model in this study has substantial predictive power and is relevant to explain consumer behavior towards Wardah products.

Hypothesis Testing (Bootstrapping)

Bootstrapping is a method for evaluating the level of significance or probability of direct, indirect, and total effects. The results of the bootstrapping hypothesis test can be seen in Figure 3 as follows:

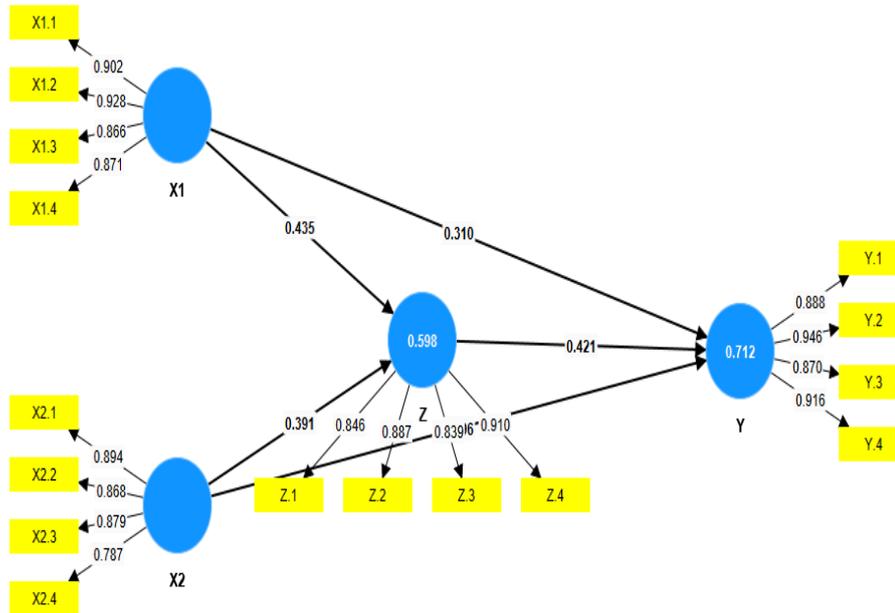


Figure 3 Test Results *Bootstrapping*

Source: Processed Primary Data, 2025

If the resulting T-statistic value > T-Table = 1.96 and P-value = <0.05, then the path coefficient is declared influential. The results of the hypothesis test of path coefficients, t-statistics and p-value, as well as the results of the mediation test can be seen in Table 10 on the next page:

Table 10 Hypothesis Test Results

| Variabel | Original sample (O) | Sample mean (M) | Standard deviation (STDEV) | T statistics ((O-STDEV)) | P values |
|--|---------------------|-----------------|----------------------------|--------------------------|----------|
| CSR terhadap Keputusan Pembelian | 0.310 | 0.306 | 0.099 | 3.140 | 0.002 |
| CSR terhadap Brand Image | 0.435 | 0.440 | 0.111 | 3.920 | 0.000 |
| Green Marketing terhadap Keputusan Pembelian | 0.196 | 0.197 | 0.086 | 2.269 | 0.023 |
| Green Marketing terhadap Brand Image | 0.391 | 0.387 | 0.113 | 3.476 | 0.001 |
| Brand Image terhadap Keputusan Pembelian | 0.421 | 0.424 | 0.097 | 4.326 | 0.000 |
| CSR terhadap Keputusan Pembelian melalui Brand Image | 0.183 | 0.188 | 0.069 | 2.674 | 0.008 |
| Green Marketing terhadap Keputusan Pembelian melalui Brand Image | 0.165 | 0.164 | 0.060 | 2.735 | 0.006 |

Source: Processed Primary Data, 2025

Based on the results of the analysis of Figure 3 and Table 10 from the hypothesis test above, it can be seen that:

The results of testing the influence of CSR on Purchasing Decisions obtained a t-statistic value of 3.140 > 1.96 and a p-value of 0.002 < 0.05, so it can be concluded that there is a significant influence between the CSR variable and Purchasing Decisions. This shows that consumers feel that Wardah has acted responsibly towards the environment and makes it a reason for making purchasing decisions, even consumers are willing to repurchase Wardah products. The results of this study are in line with research conducted by Kinasih, Widagda & Suparna (2023) which states that CSR influences Purchasing Decisions.

The test results of the influence of CSR on Brand Image obtained a t-statistic value of 3.920 > 1.96 and a p-value of 0.000 < 0.05, so it can be concluded that there is a significant influence between the CSR variable on Brand Image. This shows that consumers feel that Wardah has acted responsibly towards the environment by using safe raw materials. Consumers believe that Wardah has good quality because of the use of safe materials so that Wardah's brand image will be more positive in the eyes of consumers. The results of this study are in line with research conducted by Kinasih, Widagda & Suparna (2023) which states that CSR has an effect on Brand Image.

The results of testing the influence of Green Marketing on Purchasing Decisions obtained a t- statistics value of 2.269 > 1.96 and a p-value of 0.023 < 0.05, so it can be concluded that there is a significant influence between the Green Marketing variable on Purchasing Decisions. This shows that consumers know that Wardah's tagline which reads "Halal Green Beauty Innovation" is a tagline that can reflect that Wardah cares about environmental sustainability and can be a reason for making purchasing decisions, even consumers are willing to repurchase Wardah products. The results of this study are in line with research conducted by Kinasih, Widagda & Suparna (2023), and Utari & Sukawati (2023) which stated that Green Marketing influences Purchasing Decisions.

The results of testing the influence of Green Marketing on Brand Image obtained a t-statistics value of 3.479 > 1.96 and a p-value of 0.001 < 0.05, so it can be concluded that there is a significant influence between the Green Marketing variable on Brand Image. This shows that consumers know that Wardah's tagline which reads "Halal Green Beauty Innovation" is a tagline that can reflect that Wardah cares about environmental sustainability, consumers believe that Wardah has good quality because of the use of safe ingredients so that Wardah's brand image will be more positive in the eyes of consumers. The results of this study are in line with research conducted by Kinasih, Widagda & Suparna (2023), Utari & Sukawati

(2023) and Wahyuni (2023) which states that Green Marketing influences Brand Image.

The results of testing the influence of Brand Image on Purchasing Decisions obtained a t-statistics value of $4.326 > 1.96$ and a p-value of $0.000 < 0.05$, so it can be concluded that there is a significant influence between the Brand Image variable on Purchasing Decisions. This shows that Wardah has good quality because it uses safe ingredients so that consumers can use it as a reason to make purchasing decisions and consumers are even willing to repurchase Wardah products. The results of this study are in line with research conducted by Kinasih, Widagda & Suparna (2023), Utari & Sukawati (2023) and Wahyuni (2023) which stated that Brand Image influences Purchasing Decisions.

The results of testing the influence of CSR on Purchasing Decisions through Brand Image obtained a t-statistics value of $2.674 > 1.96$ and a p-value of $0.008 < 0.05$, so it can be concluded that there is a significant influence between the CSR variable on Purchasing Decisions through the Brand Image variable. This shows that consumers feel that Wardah has done things responsibly towards the environment by using safe raw materials and increasing the positive image of Wardah products so that consumers can use it as a reason to make purchasing decisions and even consumers are willing to repurchase Wardah products. The results of this study are in line with research conducted by Kinasih, Widagda & Suparna (2023) which states that CSR influences Purchasing Decisions through Brand Image.

The results of testing the influence of Green Marketing on Purchasing Decisions through Brand Image obtained a t-statistics value of $2.735 > 1.96$ and a p-value of $0.006 < 0.05$, so it can be concluded that there is a significant influence between the Green Marketing variable on Purchasing Decisions through the Brand Image variable. This shows that consumers know that Wardah's tagline which reads "Halal Green Beauty Innovation" is a tagline that can reflect that Wardah cares about environmental sustainability and improves the positive image of Wardah products so that consumers can use it as a reason to make purchasing decisions and even consumers are willing to repurchase Wardah products. The results of this study are in line with research conducted by Kinasih, Widagda & Suparna (2023) and Utari & Sukawati (2023) which states that Green Marketing influences Purchasing Decisions through Brand Image.

CONCLUSION AND IMPLICATIONS

Conclusion

Based on the results of data analysis and discussion, the following conclusions can be drawn CSR and green marketing directly influence purchasing decisions for Wardah products. This demonstrates that consumers perceive Wardah as acting responsibly towards the environment by using safe ingredients and a trusted halal label, which is a key factor in their purchasing decisions. CSR and green marketing directly impact Wardah's brand image. This demonstrates consumers' trust in Wardah's commitment to environmental sustainability by using safe and reliable ingredients, thereby creating a positive image for Wardah. Brand image directly influences purchasing decisions for Wardah products. This indicates that Wardah has a positive image among consumers due to its use of safe ingredients, which consumers can use as a reason for making purchasing decisions. And it has been proven that CSR and green marketing indirectly influence purchasing decisions for Wardah products through brand image as an intervening variable. This suggests that the more Wardah improves its CSR and green marketing practices, the more positive its brand image will be, which will further enhance purchasing decisions.

This research reinforces the Theory of Planned Behavior (TPB) approach, which states that consumers' positive attitudes and perceptions of a brand can influence purchase intentions and actions. Brand image has been shown to be a crucial component in shaping consumer attitudes, which are shaped through perceptions of CSR and green marketing.

The following are managerial implications that Wardah can implement from the results of this research, namely Wardah should strengthen its Green Marketing and CSR strategies, as these two aspects have been proven to directly shape a positive brand image, which has a major influence on consumer purchasing decisions. The halal label still has a significant impact, but its impact is not as strong as CSR and Green Marketing. Therefore, it needs to be combined with strengthening brand image to increase its influence on purchasing decisions. And brand image is a key factor in shaping purchasing decisions. Therefore, Wardah's communication strategy needs to emphasize social values, environmental sustainability, and product halal certification in an integrated manner. This way, Wardah can sustainably

increase consumer trust, loyalty, and purchasing interest.

Suggestion

Based on the conclusions of this study, several suggestions can be put forward for subsequent researchers, namely as follows:

1. Expanding the objects and locations of research so that the results obtained reflect more diverse conditions.
2. Adding other variables in further research, such as celebrity endorsement variables, product quality or consumer perceptions to gain a more comprehensive understanding of consumer behavior.
3. Data collection techniques with a wider range of respondents can provide more representative results.
4. Qualitative approach methods can be used as an alternative to delve deeper into consumer perceptions of the brand image and values built by the company.

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AUTHORS PROFILE



Suci Oktafiani, was born in Tasikmalaya on October 1, 2002. She is female, Muslim, and resides at Jln. Kano XV No. 3, RT/RW 008/009, Kelapa Dua Village, Kelapa Dua District, Tangerang Regency, Banten Province. Her educational background began in 2009 at Cipari 1 Elementary School in Tasikmalaya Regency, graduating in 2015. She then attended Al-Afsar Plus Junior High School in Tasikmalaya Regency, graduating in 2018. She then attended Cipatujah State Vocational High School in Tasikmalaya Regency, graduating in 2021 She then pursued a bachelor's degree at Gunadarma University in Tangerang in 2021.



Ekaning Setyarini, Dr. SE., MM, is a lecturer at the Faculty of Economics, Gunadarma University, Jakarta, Indonesia. Her teaching and research subject are Marketing and Consumer Behavior. She is currently served as lecture Secretary staff at Gunadarma University. She ever got research grant on Marketing Strategic from Indonesia Higher Education Directorate



Hendri Rahmayani Asri, Dr., SE., MM., is a lecturer at the Faculty of Economics, Gunadarma University, Jakarta, Indonesia. She is actively involved in teaching, research, and academic development. Her academic interests focus on Marketing and Consumer Behaviour.