

Abstract

The rapid growth of the beauty industry has increased the competition among brands. As sustainability becomes a rising concern, beauty brands have searched for differentiation in natural beauty products. Despite the trend, there is limited empirical evidence in Indonesia on how key determinants such as green attitude and trust shape consumers' purchase intention. Thus, this research aims to explore the relationship between green attitude, trust, and purchase intention. This research uses a quantitative approach. Primary data were collected through an online questionnaire via Google Form, targeting 219 respondents and ultimately yielding 226 validated respondents. The data were analyzed using the Structural Equation Modeling-Partial Least Squares (SEM-PLS) method to evaluate the measurement and structural models.

The findings indicate that all direct relationships have a positive effect and are statistically significant. Furthermore, trust partially mediates the relationship between green attitude and purchase intention, demonstrating that positive environmental attitudes are more likely to translate into purchase intentions when consumers perceive natural beauty brands as trustworthy. These findings support the Stimulus–Organism–Response (SOR) theory, where green attitude acts as the stimulus, trust as the organism, and purchase intention as the response. The study contributes to the sustainable consumption and green marketing literature by demonstrating the importance of trust as a psychological mechanism linking multidimensional green attitudes to purchase intention. Practically, the findings suggest that beauty brands should strengthen sustainability communication, enhance transparency, and build consumer trust to encourage the adoption of natural beauty products.

Keywords: Natural Beauty Products, Green Attitude, Trust, Purchase Intention, PLS-SEM, SOR framework