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The Effect of Green Marketing on Brand Loyalty with Brand Trust as a Mediating Variable on Global Personal Care Products in Batam

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ABSTRAK

Meningkatnya kesadaran konsumen terhadap isu lingkungan mendorong perusahaan personal care untuk menerapkan *green marketing*, namun masih terdapat tantangan utama berupa skeptisisme konsumen terhadap klaim ramah lingkungan atau *greenwashing* yang dapat melemahkan kepercayaan merek dan loyalitas konsumen. Penelitian ini bertujuan menganalisis pengaruh *environmental concern, green marketing communication,* dan *green product packaging* terhadap *brand loyalty* dengan *brand trust* sebagai variabel mediasi pada konsumen produk personal care global seperti The Body Shop, L'Oréal, Innisfree, dan Estée Lauder di Batam. Penelitian menggunakan pendekatan kuantitatif dengan metode survei terhadap 267 responden. Hasil penelitian menunjukkan bahwa *environmental concern, green marketing communication*, dan *green product packaging* berpengaruh positif dan signifikan terhadap *brand trust*, masing-masing dengan koefisien 0,381; 0,351; dan 0,241. *Brand trust* berpengaruh positif dan signifikan terhadap *brand loyalty* dengan koefisien 0,413. *Brand trust* terbukti memediasi secara signifikan pengaruh *environmental concern, green marketing communication*, dan *green product packaging* terhadap *brand loyalty*. Strategi pemasaran berkelanjutan yang didukung komunikasi yang kredibel dan kemasan ramah lingkungan mampu memperkuat kepercayaan dan loyalitas konsumen.

ABSTRACT

Increasing consumer awareness of environmental issues has encouraged personal care companies to adopt green marketing strategies. However, a major challenge remains in the form of consumer skepticism toward environmental claims, or greenwashing, which can weaken brand trust and brand loyalty. This study aims to analyze the influence of environmental concern, green marketing communication, and green product packaging on brand loyalty, with brand trust as a mediating variable, among consumers of global personal care products such as The Body Shop, L'Oréal, Innisfree, and Estée Lauder in Batam. This research employed a quantitative approach using a survey method involving 267 respondents. The results indicate that environmental concern, green marketing communication, and green product packaging have a positive and significant effect on brand trust, with coefficients of 0.381, 0.351, and 0.241, respectively. Brand trust also has a positive and significant effect on brand loyalty, with a coefficient of 0.413. Furthermore, brand trust was proven to significantly mediate the relationship between environmental concern, green marketing communication, and green product packaging and brand loyalty. Sustainable marketing strategies supported by credible communication and environmentally friendly packaging are therefore able to strengthen consumer trust and loyalty.

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1. INTRODUCTION

Changes in how consumers think about environmental and sustainability issues have driven the development of the green marketing concept as an increasingly-important strategy in creating a competitive advantage for companies (Chen et al., 2024). The increasing problems of global climate change, environmental damage, and various sustainability issues have increased public awareness about the importance of protecting the environment through more responsible consumption patterns (Neiba & Singh, 2024). This condition causes changes in consumer behavior in many countries, where consumers increasingly consider environmental aspects in their buying decision process and tend to choose products that are environmentally friendly and made through a sustainable process. Along with this development, green marketing is no longer seen as a short-term marketing trend, but has become a global business strategy that companies integrate to meet consumer demands while increasing company competitiveness in the market. Many companies, especially those operating in the fast-moving consumer goods (FMCG) sector, are starting to integrate sustainability principles into marketing activities, product development, production processes, and brand communication as a form of commitment to environmental sustainability and corporate social responsibility (Jin & Marcel, 2025).

The personal care industry has become one of the most active sectors in applying green marketing along with the growth of green beauty, sustainable cosmetics, eco-friendly skincare, and clean beauty movement trends in many countries. Consumers now do not only pay attention to product quality and safety, but also the environmental impact of raw materials, production processes, and product packaging (Sofyan et al., 2025). This trend drives companies to use natural, cruelty-free, and vegan ingredients, as well as reduce the use of materials that can damage the environment, while consumers increasingly demand products that are more transparent, safe, and sustainable (Aly et al., 2025). Market growth also shows great potential. Based on Statista data published by (PERKOSMI, 2025), the value of the beauty and personal care market in Indonesia was projected to reach USD 9.74 billion or around IDR 158 trillion in 2025 and keep growing with a CAGR of 4.33% until 2030. In addition, the beauty industry recorded an annual value growth of 16%, which is much higher than the growth of the overall FMCG sector in Indonesia (PERKOSMI, 2025). In addition, the market value of the Indonesian cosmetics and personal care industry was estimated to reach around IDR 175 trillion in 2023 and will increase to around IDR 225 trillion in 2027, with the skincare segment contributing around 40% of the total market (Thornton, 2026). This phenomenon is also supported by research results from WWF Indonesia and Nielsen, which show that around 63% of Indonesian consumers are willing to pay more for environmentally friendly products, as well as the dominance of millennial and Gen Z consumers who have a higher level of care for

environmental and sustainability issues compared to previous generations (Cahyaningrum & Tresnawaty, 2024). This condition shows that sustainability has become an important factor in the consumption behavior of modern society, so personal care companies are increasingly active in integrating sustainability aspects into product development, packaging, and their communication strategies.

The positive development of the personal care industry is also seen in Batam City as one of the international trade cities that is geographically close to Singapore and Malaysia. This strategic position drives the high entry of global brands and the development of various modern shopping centers that provide international personal care products. In addition, the high mobility of citizens and tourists also supports the market growth of personal care products in Batam. Based on the Badan Pusat Statistik Kota Batam (2025), the number of foreign tourists visiting Batam City in October 2025 reached 139,443 visits. According to research by Hasan et al. (2025) showed that based on data from the Department of Cooperatives, Small, and Medium Enterprises (KUKM) of Batam City as of April 30, 2025, the number of culinary business actors reached 1,376 business units and became the MSME sector with the largest contribution, which is around 80% of the entire existing MSME sector. The high flow of tourist visits shows that Batam is one of the centers for economic and trade activities that has the potential to drive increased consumption of various products, including personal care products.

In this context, this research uses global personal care products from The Body Shop, L'Oréal, Innisfree, and Estée Lauder brands as the object of research. These four brands were chosen because they are known to actively apply the concepts of green marketing and sustainability in their business strategies. The Body Shop has a commitment to environmental issues through the use of natural ingredients, anti-animal testing campaigns, and packaging recycling programs. In Indonesia, this brand has a market share of around 41.5% in the body butter and body cream category as well as a dominance of around 64% in the natural cosmetics brand category (Purwanti et al., 2024). Meanwhile, L'Oréal and Innisfree also develop various sustainability initiatives through the use of recycled packaging, plastic reduction, and the use of natural raw materials. These various efforts show that green marketing has become a strategy widely applied by global personal care companies to increase competitiveness and attract consumer attention. However, the increasing number of brands offering products with similar quality and sustainability claims makes competition in the personal care industry increasingly tight (Pratama et al., 2025).

Consumer loyalty becomes one of the important factors in maintaining business survival in the highly competitive personal care industry. Consumer loyalty describes a customer's commitment to keep making repeat purchases and to recommend a brand to other consumers even though there are many alternative products in the market (Nurhilalia & Saleh, 2024). In the cosmetics and personal care industry, consumer loyalty is increasingly difficult to build because consumers tend to easily switch brands due to the many choices of products with similar innovations and sustainability claims (Upe & Usman, 2022). Modern consumers do not only consider product quality, but also begin to pay attention to values, brand image, and the company's commitment to environmental and social issues (Cahyaningrum & Tresnawaty, 2024). Therefore, personal care companies need to build consumer loyalty through marketing strategies that can create an emotional connection, increase consumer trust, and show a consistent sustainability commitment so that consumers keep choosing that brand in the long term (Ardila & Christiarini, 2023).

Along with the development of the sustainable marketing concept, the application of green marketing is not always able to build consumer loyalty due to the rise of the greenwashing phenomenon, which makes consumers increasingly critical of various company environmentally friendly claims (Persakis et al., 2025). Research on the relationship between green marketing and brand loyalty has been done by various researchers with mixed results. In this condition, brand trust becomes an important factor because consumers tend to be more loyal to brands that are considered honest and consistent in running their sustainability commitments (Pujianto et al., 2025). Brand trust

is seen as a mechanism that can explain the relationship between green marketing and consumer loyalty (Kartini & Raharjo, 2025). According to research by Dirwan et al. (2025), green brand marketing has a positive but not significant effect on green loyalty. Research by Huo et al. (2022) showed that brand trust mediates the relationship between corporate social responsibility and consumer loyalty, meanwhile, Na et al. (2023) found that brand trust has a significant effect on consumer loyalty. However, the various research results show the need for further research on the global personal care industry in Batam City. Research by Panda et al. (2020) emphasized that the increasing awareness and care of consumers toward environmental issues can drive more responsible consumption behavior and increase consumers' tendency to choose brands that have a commitment to environmental sustainability. Meanwhile, green marketing communication plays a role in delivering information about the company's commitment to environmental sustainability to consumers (Correia et al., 2023). On the other hand, Perret et al. (2025) found that packaging materials or innovations in green product packaging become the most dominant factor that affects consumers' willingness to buy environmentally friendly cosmetics, where packaging made of glass, bio-based materials, and recycled plastic is considered to better increase the product's sustainability perception. Ng & Saputro (2021) found that brand image, brand awareness, brand experience, and brand trust are factors that affect consumer buying behavior on e-commerce platforms in Batam, so companies need to improve these aspects to strengthen consumer response and buying decisions.

Although the relationship between green marketing and brand loyalty has been widely researched, previous research results still show inconsistent findings. Some studies found that green marketing is able to increase brand loyalty, while other studies show a non-significant effect. In addition, there is still limited research examining the role of brand trust as a mediating variable in the relationship between green marketing and brand loyalty, especially among global personal care product consumers in Batam City. This condition shows a research gap that needs further study, considering the increasing competition in the personal care industry and high consumer demands for sustainable marketing practices that are free from greenwashing. Based on these phenomena, problems, and research gaps, this study aims to analyze the effect of green marketing—which consists of Environmental Concern, Green Marketing Communication, and Green Product Packaging—on brand loyalty through brand trust in global personal care product consumers. Theoretically, this research is expected to enrich the literature on Environmental Concern, Green Marketing Communication, Green Product Packaging, brand trust, and brand loyalty. Practically, the results of this research are expected to help personal care companies design sustainable marketing strategies, increase customer loyalty, and avoid greenwashing practices that can decrease consumer trust.

2. LITERATURE REVIEW

The development of the modern marketing concept shows a shift from a profit orientation toward a sustainability approach (sustainability marketing). Green marketing is a marketing strategy that combines environmental aspects into product creation, distribution, communication, and consumption activities with the goal of creating economic value while maintaining environmental sustainability (Chen et al., 2024). According to Ramanakumar et al. (2012) in Kiftiah et al. (2022), green marketing is a series of activities carried out in a business entity or industry by paying attention to environmental issues and problems. These activities are realized through the provision of products or services that aim to meet consumer needs while providing satisfaction for the wider community. In addition, the concept of green marketing is also known by various other terms in marketing studies, such as social marketing, ecological marketing, and environment-based marketing.

According to Jin & Marcel (2025), green marketing is not only centered on the characteristics of environmentally friendly goods, but also includes sustainable business processes, communication transparency, and corporate social responsibility. The implementation of green marketing strategies

is proven to be able to raise positive customer perceptions, strengthen brand reputation, and drive long-term relations between corporations and consumers. In the personal care industry base, green marketing becomes an important strategy because consumers increasingly consider sustainability aspects such as natural ingredients, environmentally friendly packaging, and production ethics in buying decision (Aly et al., 2025).

2.1 Brand Loyalty

Brand loyalty is a "fundamental concept in the fields of marketing and consumer behavior that reflects a strong level of consumer commitment to a specific brand." This commitment is formed through the possibility for customers to keep choosing and making repeat purchases consistently, even though they encounter various situational impacts or sales tactics belonging to competitor brands. The existence of brand loyalty plays a very important role because it becomes a main strategy for companies to maintain competitive advantage while supporting business survival and success in the long term (Wiestner & Spiller, 2025).

Tjiptono (2015) stated in Kasiha et al. (2023), brand loyalty can be defined as the level of consumer loyalty reflected through good behavior toward a brand, the presence of a firm commitment, and a desire to make repeat purchases continuously in the future. Meanwhile, Kotler & Armstrong (2015) explained "brand loyalty describes the consistency of consumer buying behavior toward a specific brand" in the long term, accompanied by a liking attitude or a strong preference for that brand (Kasiha et al., 2023).

2.2 The Relationship between Environmental Concern and Brand Trust

Environmental concern reflects an individual's level of care for natural problems and awareness of the impact of usage activities on ecosystem sustainability (Li, 2025). In the green marketing perspective, consumers with a high level of environmental concern tend to have greater sensitivity to a brand's ecological commitment.

Research by Lestari et al. (2020) showed that "environmental concern has a significant effect on the formation of consumer trust in green brands." This finding is supported by Zumroh & Aditya (2026) who stated that the increasing environmental awareness increases consumers' positive evaluation of environmentally friendly brand credibility. Consumers who care about the environment tend to trust companies that are considered to have sustainability values that align with their personal values. Based on the explanation above, it can be assumed that the higher the consumers' environmental concern, the higher the level of brand trust toward sustainability-based personal care brands.

H1: "Environmental concern has a positive effect on brand trust."

2.3 The Relationship between Green Marketing Communication and Brand Trust

Green marketing communication is a company's communication strategy in delivering information related to environmental commitment, sustainability practices, and the product's ecological value to consumers. Green marketing communication plays an important role in reducing information asymmetry between companies and consumers, especially environmental issues (Alifia & Dewi, 2022).

Izzuhda & Fitrianingrum (2025) found "green marketing communication has a significant effect on consumer trust" because credible communication is able to increase the perception of the company's honesty and integrity. Besides that, Dirwan et al. (2025) emphasized that authentic green marketing communication is able to increase consumer trust through the perception of environmental value alignment between consumers and the brand. Thus, an efficient green marketing communication strategy is able to raise the perception of brand credibility and strengthen customer brand trust.

H2: "Green marketing communication has a positive effect on brand trust."

2.4 The Relationship between Green Product Packaging and Brand Trust

Green product packaging is the "application of sustainability principles to the design and material of product packaging to minimize environmental impact." Packaging becomes one of the most tangible elements that can be directly observed by consumers during the purchasing process (Suarnitha et al., 2024).

Research by Safitri & Aditya (2025) showed that green packaging innovation significantly increases the perception of sustainability and consumer trust in the brand. Research by Hutapea & Adialita (2025) also showed that the use of environmentally friendly packaging increases the perception of corporate environmental responsibility, thereby strengthening brand trust. Then, the more optimal the implementation of green product packaging, the higher the level of consumer trust in the brand.

H3: "Green product packaging has a positive effect on brand trust."

2.5 The Relationship between Brand Trust and Brand Loyalty

Brand trust is the "main foundation in the formation of long-term relationships between consumers and brands." Brand trust reflects customer confidence that the company is able to fulfill promises and act consistently in accordance with the communicated values (Marsal et al., 2025).

Bryan et al. (2023) found "brand trust has a significant effect on brand loyalty" in the context of sustainable consumption. Research by Shofa & Komariyatin (2026) alsop proved that brand trust becomes the main determinant of consumer loyalty because it is able to reduce perceived risk in purchasing decisions. Then, the higher the consumers' brand trust in a brand, the higher the level of brand loyalty formed (Putri & Komaryatin, 2026).

H4: "Brand trust has a positive effect on brand loyalty."

2.6 The Relationship between Environmental Concern and Brand Loyalty

Notoatmojo et al. (2025) explain that consumers with a high level of environmental concern tend to pay more attention to the environmental impact of the products they use, which may encourage them to maintain relationships with brands that are consistent with their sustainability values. Environmental concern can also strengthen consumers' trust in a brand, as consumers tend to trust brands that demonstrate concern and commitment to environmental sustainability. Bonisoli & Blacio Guañuna (2023) found that environmental concern is associated with brand trust and brand loyalty among consumers. Therefore, brand trust may mediate the relationship between environmental concern and brand loyalty, where consumers' environmental concern can increase their trust in a brand and subsequently encourage brand loyalty.

H5: "Brand Trust mediates the relationship between Environmental Concern and Brand Loyalty."

2.7 The Relationship between Green Marketing Communication and Brand Loyalty

Green marketing communication is a strategy used by companies to communicate information about their sustainability commitments and practices to consumers. Communication that emphasizes environmental aspects can improve consumers' perceptions of a company's sustainability efforts and build brand trust. Huang & Guo (2021) found that green-related communication can increase consumers' brand trust, while Ikhwana (2026) found that green marketing practices can strengthen consumer engagement and brand loyalty. Therefore, green marketing communication can enhance brand loyalty, both directly and indirectly through increased brand trust. This indicates that brand trust may serve as a mediator in the relationship between green marketing communication and brand loyalty.

H6: "Brand Trust mediates the relationship between Green Marketing Communication and Brand Loyalty."

2.8 The Relationship between Green Product Packaging and Brand Loyalty

Green product packaging is one form of sustainability practice that can be directly observed by consumers through the use of environmentally friendly materials and packaging designs. Environmentally friendly packaging can create positive perceptions of the product and brand and is associated with brand trust, particularly when consumers perceive the packaging as a reflection of the brand's environmental commitment. Sun & Moon (2024) found that eco-friendly packaging is associated with consumers' brand trust, while Reswari (2026) found that green packaging has a positive effect on brand loyalty among consumers of skincare products in Indonesia. Therefore, green product packaging can enhance brand loyalty, both directly and indirectly through brand trust. This indicates that brand trust may serve as a mediator in the relationship between green product packaging and brand loyalty.

H7: "Brand Trust mediates the relationship between Green Product Packaging and Brand Loyalty."

3. RESEARCH METHOD

This study adopts a quantitative approach with a survey method to examine the effect of environmental concern, green marketing communication, and green product packaging on brand loyalty, with brand trust as a mediating variable. The quantitative approach was chosen because it focuses on testing theories through numerical measurement of variables and statistical analysis. This study uses an explanatory research design to explain the causal relationships between variables based on green marketing and relationship marketing theories. The research population consists of consumers of sustainability-based global personal care products in Indonesia, specifically users of the brands The Body Shop, L'Oréal, Innisfree, and Estée Lauder. The sampling technique employed non-probability sampling with a purposive sampling method because the exact population size is unknown. The research respondents were consumers who have purchased or used one of these brands, are at least 17 years old, have an understanding of environmentally friendly personal care products, and have made at least one purchase within the last year. The sample size referred to the SEM-PLS recommendation, which was a minimum of 5 to 10 times the number of research indicators. With approximately 25 indicators, the recommended minimum sample size was 125 to 250 respondents. This study distributed 300 online questionnaires; however, after the data screening process, only 267 questionnaires were declared valid and met the criteria for analysis, while 33 questionnaires were eliminated because they contained invalid responses or did not meet the eligibility for analysis.

The research data consist of primary data obtained through the distribution of questionnaires to respondents and secondary data derived from scientific journals, cosmetics industry reports, and various relevant literatures. Data collection was conducted using an online questionnaire with a five-point Likert scale, ranging from 1 = Strongly Disagree to 5 = Strongly Agree, to measure the respondents' perception and level of agreement toward each research indicator. Furthermore, the data was analyzed using the Structural Equation Modeling–Partial Least Squares (SEM-PLS) method with the help of SmartPLS software. This method was chosen because it is capable of testing simultaneous relationships between latent variables, analyzing models involving mediating variables, and did not strictly require a normal data distribution.

4. FINDINGS AND DISCUSSION

Based on the data collection conducted, this study successfully obtained 267 participants who met all the predetermined criteria, which included having used or purchased products from The Body Shop, L'Oréal, Innisfree or Estée Lauder, being at least 17 years old, having an

understanding of environmentally friendly personal care products, and having made at least one purchase within the past year.

Tabel 1. Respondent Characteristics

Characteristics	Category	Frequency	Percentage
Gender	Male	33	12,4%
	Female	234	87,6%
Age	17–28 years old	204	76,4%
	29–44 years old	60	22,5%
	45–60 years old	2	0,7%
	>60 years old / others	1	0,4%
Occupation	Student/University Student	117	43,8%
	Employee	121	45,3%
	Entrepreneur	22	8,2%
	Housewife	7	2,6%
Monthly Income	IDR 3.000.000–5.000.000	150	56,2%
	IDR 5.000.001–10.000.000	90	33,7%
	> IDR 10.000.000	20	7,5%
	Others	7	2,6%
Purchase Frequency	Rarely	32	12,0%
	Quite often	125	46,8%
	Often	72	27,0%
	Very Often	38	14,2%
Brand Used	L'Oréal	104	39,0%
	The Body Shop	95	35,6%
	Innisfree	49	18,4%
	Estée Lauder	19	7,1%

Source: Processed Data (2026)

Based on Table 1, the majority of respondents in this study were dominated by females (87,6%) within the age range of 17–28 years (76,4%), which shows that environmentally friendly personal care products are more highly preferred by young females. In terms of occupation, the respondents were dominated by employees (45,3%) and students (43,8%), with most having an income level of IDR 3.000.000–5.000.000 (56,2%). In addition, most respondents had a fairly frequent purchase frequency (46,8%), indicating a relatively active consumption level. Regarding the brands, L'Oréal (39,0%) and The Body Shop (35,6%) were the most widely used, showing the respondents' preference for brands that are well-known and have an image associated with sustainability.

Tabel 2. Validity and Reliability Test Results

Variable	Question Item	Outer Loading	AVE	Cronbach's alpha	Composite reliability (rho_c)	Description
Brand Loyalty	BL1	0.869	0.725	0.874	0.914	Valid & Reliable
	BL2	0.854				Valid & Reliable
	BL3	0.839				Valid & Reliable
	BL4	0.845				Valid & Reliable
Brand Trust	BT1	0.822	0.629	0.802	0.871	Valid & Reliable
	BT2	0.803				Valid & Reliable
	BT3	0.802				Valid & Reliable
	BT4	0.742				Valid & Reliable
Environmental Concern	EC1	0.842	0.756	0.919	0.939	Valid & Reliable
	EC2	0.889				Valid & Reliable
	EC3	0.871				Valid & Reliable

Variable	Question Item	Outer Loading	AVE	Cronbach's alpha	Composite reliability (rho_c)	Description
	EC4	0.862				Valid & Reliable
	EC5	0.883				Valid & Reliable
Green Marketing Communication	GMC1	0.854	0.725	0.906	0.930	Valid & Reliable
	GMC2	0.844				Valid & Reliable
	GMC3	0.855				Valid & Reliable
	GMC4	0.867				Valid & Reliable
	GMC5	0.838				Valid & Reliable
Green Product Packaging	GPP1	0.846	0.746	0.887	0.922	Valid & Reliable
	GPP2	0.850				Valid & Reliable
	GPP3	0.868				Valid & Reliable
	GPP4	0.890				Valid & Reliable

Source: Processed Data (2026)

Based on the testing results, all items for the variables "Brand Loyalty, Brand Trust, Environmental Concern, Green Marketing Communication, and Green Product Packaging" had outer loading values > 0,7 and AVE values above the minimum threshold, thus meeting convergent validity. In addition, all variables also indicated Cronbach's Alpha and Composite Reliability values above the established criteria, confirming that the constructs had good internal consistency. The measurement model in this study was declared valid and reliable, and was appropriate to proceed to the next analysis phase.

Tabel 3. HTMT Test Results

	Brand Loyalty	Brand Trust	Environmental Concern	Green Marketing Communication	Green Product Packging
Brand Loyalty					
Brand Trust	0.702				
Environmental Concern	0.492	0.497			
Green Marketing Communication	0.494	0.482	0.120		
Green Product Packaging	0.398	0.329	0.052	0.136	

Source: Processed Data (2026)

Based on the testing results using HTMT, all ratio values between constructs were below the threshold of 0,90. These values indicated that there were no discriminant validity issues, as each construct possessed an adequate level of distinctiveness, and there was no high overlap between variables.

Tabel 4. Fornel Larcker Test Results

	Brand Loyalty	Brand Trust	Environmental Concern	Green Marketing Communication	Green Product Packaging
Brand Loyalty	**0.852**				
Brand Trust	0.589	**0.793**			
Environmental Concern	0.444	0.428	**0.870**		
Green Marketing Communication	0.448	0.413	0.111	**0.852**	
Green Product Packaging	0.356	0.282	0.033	0.081	**0.864**

Source: Processed Data (2026)

Furthermore, based on the Fornell-Larcker criterion, the square root of the AVE for each construct was proven to be greater than its correlation values with other constructs. All of these values were higher than the correlations with other constructs, thereby indicating that each variable possessed good discriminant ability, and it can be stated that its indicator variance was more dominant than that of other constructs.

Tabel 5. Multikolinearitas Test Results

	VIF
Brand Trust -> Brand Loyalty	1.602
Environmental Concern -> Brand Trust	1.013
Green Marketing Communication -> Brand Trust	1.019
Green Product Packging -> Brand Trust	1.007

Source: Processed Data (2026)

Based on the testing results, all relationships between variables in the model indicated very low VIF values, ranging from 1,007 to 1,602. All of these values were well below the threshold of 5, thus it can be stated that there were no symptoms of multicollinearity in the model of this study.

Tabel 6. R-Square Test Results

	R-square	**R-square adjusted**
Brand Loyalty	0.504	0.497
Brand Trust	0.376	0.369

Source: Processed Data (2026)

Based on the testing results, the Brand Loyalty variable had an R-square value of 0.504 and an adjusted R-square of 0,497, indicating that 50,4% of the variation in Brand Loyalty can be explained by the Brand Trust, Environmental Concern, and Green Product Packaging variables, while the remaining 49,6% was influenced by other factors outside the study model. Meanwhile, the Brand Trust variable had an R-square value of 0,376 and an adjusted R-square of 0,369, meaning that 37,6% of the variation in Brand Trust can be explained by Environmental Concern, Green Marketing Communication, and Green Product Packaging, while the remaining 62,4% was influenced by other variables not examined.

Tabel 7. Goodness of Fit Test Results

	Saturated model	**Estimated model**
SRMR	0.052	0.052
NFI	0.886	0.886

Source: Processed Data (2026)

Based on the testing results, the SRMR value for the saturated model was 0,052 and the estimated model was 0,052, both of which were below the maximum threshold of 0,10. This indicated that the research model had a good fit with the obtained data. Meanwhile, the NFI value for the saturated model was 0,886 and the estimated model was 0,886, which, although it had not yet reached the ideal value close to 1, already showed a reasonably good model fit.

Tabel 8. F-Square Test Results

Relationship	**f-square**	**Category**
Brand Trust → Brand Loyalty	0.101	small
Environmental Concern → Brand Trust	0.229	medium
Green Marketing Communication → Brand Trust	0.193	medium
Green Product Packaging → Brand Trust	0.092	small

Source: Processed Data (2026)

Based on the testing results, the relationship between Brand Trust and Brand Loyalty had an f-square value of 0.101, which was categorized as small. This indicates that Brand Trust had a small effect on Brand Loyalty. Environmental Concern on Brand Trust had an f-square value of 0.229, which was categorized as medium, indicating that Environmental Concern had a medium effect on Brand Trust. Furthermore, Green Marketing Communication on Brand Trust had an f-square value of 0.193, which was also categorized as medium. This indicates that Green Marketing Communication had a medium effect on Brand Trust. Meanwhile, Green Product Packaging on Brand Trust had an f-square value of 0.092, which was categorized as small, indicating that Green Product Packaging had a small effect on Brand Trust.

Tabel 9. Q-Square Test Results

	Q^2predict	**RMSE**	**MAE**
Brand Loyalty	0.436	0.757	0.593
Brand Trust	0.356	0.814	0.596

Source: Processed Data (2026)

Based on the testing results, the Brand Loyalty variable had a Q^2predict value of 0,436 and Brand Trust had a value of 0,356, both of which were greater than zero, thereby indicating that the model possessed good predictive relevance. In terms of error, the RMSE values for Brand Loyalty and Brand Trust were 0,757 and 0,814, respectively, while the MAE values were 0,593 and 0,596, respectively. These values were categorized as relatively low, indicating that the model's prediction error level remained within acceptable limits.

Tabel 10. Path Coefficient Test Results

	Original sample (O)	**T statistics (|O/STDEV|)**	**P values**
Environmental Concern -> Brand Trust	0.381	7.522	0.000
Green Marketing Communication -> Brand Trust	0.351	9.321	0.000
Green Product Packging -> Brand Trust	0.241	5.529	0.000
Brand Trust -> Brand Loyalty	0.413	7.835	0.000
Environmental Concern -> Brand Trust -> Brand Loyalty	0.157	5.070	0.000
Green Marketing Communication -> Brand Trust -> Brand Loyalty	0.145	5.059	0.000
Green Product Packging -> Brand Trust -> Brand Loyalty	0.100	4.852	0.000

Source: Processed Data (2026)

4.1 The Relationship between Environmental Concern and Brand Trust

The empirical findings confirm that environmental concern has a positive and significant effect on brand trust (coefficient = 0,381; t-statistic = 7,522; p-value = 0,000). This indicates that higher consumer concern for the environment leads to higher trust in brands that demonstrate a commitment to sustainability. The finding of this research is in line with the findings by (Lestari et al., 2020; Zumroh & Aditya, 2026) who stated that environmental awareness can enhance trust in green brands. This underscores the importance of environmental concern in building consumer trust toward global personal care brands.

4.2 The Relationship between Green Marketing Communication and Brand Trust

The empirical findings reveal that green marketing communication has a positive and significant effect on brand trust (coefficient = 0,351; t-statistic = 9,321; p-value = 0,000). This implies that marketing communication highlighting eco-friendly aspects is capable of enhancing customer trust in the brand.This finding is in line with (Izzuhda & Fitrianingrum, 2025) as well as (Dirwan et al., 2025) who emphasized that transparent and credible

communication can strengthen consumer trust. Thus, green marketing communication becomes an essential strategy in building brand trust among consumers of global personal care products.

4.3 The Relationship between Green Product Packaging and Brand Trust

The empirical findings confirm that green product packaging has a positive and significant effect on brand trust (coefficient = 0,241; t-statistic = 5,529; p-value = 0,000). This indicates that eco-friendly packaging is capable of developing customer confidence in the brand. In line with (Safitri & Aditya, 2025) as well as (Hutapea & Adialita, 2025) who stated that green packaging enhances the perception of corporate environmental responsibility. Thus, green product packaging serves as tangible evidence of a global personal care brand's commitment to sustainability.

4.4 The Relationship between Brand Trust and Brand Loyalty

The empirical findings confirm that brand trust has a positive and significant effect on brand loyalty (coefficient = 0,413; t-statistic = 7,835; p-value = 0,000). This indicates that higher consumer trust in the brand leads to higher loyalty among them. This finding is in line with (Bryan et al., 2023; Shofa & Komariyatin, 2026) who emphasized *brand trust* brand trust is a fundamental element in shaping consumer loyalty. Brand trust is proven to be the primary element in creating loyalty among global personal care consumers.

4.5 The Mediating Role of Brand Trust in the Relationship between Environmental Concern and Brand Loyalty

The empirical findings indicate that environmental concern has a positive and significant indirect effect on brand loyalty through brand trust (coefficient = 0,157; t-statistic = 5,070; p-value = 0,000). This demonstrates that brand trust is capable of significantly mediating this relationship. The finding of this stidy is in line with (Wijaya & Roostika, 2024) who emphasized that.brand trust serves as a bridge between sustainability values and consumer loyalty.

4.6 The Mediating Role of Brand Trust in the Relationship between Green Marketing Communication and Brand Loyalty

The empirical findings indicate that green marketing communication has a positive and significant indirect effect on brand loyalty through brand trust (coefficient = 0,145; t-statistic = 5,059; p-value = 0,000). This demonstrates that brand trust mediates the relationship between green marketing communication and consumer loyalty. The finding of this research is in line with (Izzuhda & Fitrianingrum, 2025) who emphasized that green communication can enhance loyalty through brand trust.

4.7 The Mediating Role of Brand Trust in the Relationship between Green Marketing Communication and Brand Loyalty

The empirical findings indicate that green product packaging has a positive and significant indirect effect on brand loyalty through brand trust (coefficient = 0,100; t-statistic = 4,852; p-value = 0,000). This demonstrates that brand trust significantly mediates this relationship. The finding of this research is in line with (Fitriawan & Nasir, 2025) who explained that packaging as a physical product attribute can serve as a signal that builds consumer trust.

5. CONCLUSION

This study demonstrates that environmental concern, green marketing communication, and green product packaging have a positive and significant effect on both brand trust and brand loyalty among consumers of global personal care products in Indonesia. Brand trust is proven not only to have a direct effect on brand loyalty but also to act as a mediating variable that strengthens the relationship between these three variables and brand loyalty. The results indicate that higher consumer concern for the environment,

supported by credible marketing communication and environmentally friendly product packaging, leads to higher consumer trust in the brand, thereby driving an increase in loyalty. Based on the analysis results, brand trust is the variable with the greatest influence on brand loyalty, while environmental concern is the most dominant independent variable in forming brand trust. Therefore, personal care companies are advised to prioritize efforts to increase consumer trust through the implementation of green marketing strategies that are consistent, transparent, and supported by concrete evidence, as well as strengthening their commitment to environmental sustainability through various programs capable of raising consumer concern. These strategies are expected to build long-term relationships with customers, increase brand loyalty, and create a sustainable competitive advantage.

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