

ABSTRACT

Plastic waste is a growing problem, partly due to the increase in purchases through e-commerce, especially beauty products. As a form of responsibility, companies in this industry begun committing to using environmentally friendly packaging in their shipment. But does this innovation affect perceptions and purchase intention.

This study aim to determine the effect of using environmentally friendly packaging in beauty products on purchase intention, through the perceptions and satisfaction that consumers have. This research is explained through collecting survey results from 220 consumers determined by purposive sampling technique, which will then be processed using SmartPLS software to determine the results of this study.

The descriptive analysis shows that green packaging scored the lowest at 77.8% (good), while perceived value scored the highest at 84.8% (very good). Perceived risk scored 84.6% (very good), green satisfaction 83.9% (good), green purchase intention 81.2% (good), and green loyalty 78.4% (good). The study finds that green packaging positively and significantly affects perceived value and perceived risk. Green satisfaction is influenced by both as mediators. Green purchase intention is positively affected by perceived risk and perceived value but is only significantly influenced by perceived risk. Green loyalty moderates green purchase intention positively and significantly through perceived risk, but has a negative, insignificant effect via perceived value and green satisfaction.

This study provides an overview of the views of consumers of beauty products that use environmentally friendly packaging and can help the beauty industry to develop packaging according to consumer desires. Suggestions to future authors to correct the mistakes and shortcomings of this research.

Keywords: *beauty products environmentally friendly packaging, perception, purchase intention.*