TRUST STRENGTHENING MODELS FOR AMPLIFYING GENERATION Z’S INTEREST IN PURCHASING SARIAYU MARTHA TILAAR’S GREEN PRODUCTS IN ALIGNMENT WITH SUSTAINABLE DEVELOPMENT

a Riski Taufik Hidayah, b Deden Novan Setiawan Nugraha, c Diana Sitha Resmi, d Indrawati,

ABSTRACT

Objective: The purpose of this study is to investigate how eco-labels, green advertising, and knowledge about green products impact trust in environmentally friendly products and how trust ultimately influences the intention to purchase green products.

Theoretical Framework: This study delves into the theoretical framework of green marketing in the cosmetics sector of Indonesia. It focuses on two dependent variables: green purchase intention and trust. The study also explores how the eco-label, green advertising, and green product knowledge variables influence green trust, which impacts green purchase intention.

Method: For this study, a quantitative approach was taken using the statistical software application tool SmartPLS 3.0. The population analyzed with SEM consisted of Generation Z individuals aged 12 to 26 who had purchased Sariayu’s clean beauty green product. A sample size of 385 respondents was used to represent the population.

Result and Conclusion: Knowing eco-labels and green products significantly impact green trust, whereas green advertising does not. The level of green trust influences the intention to purchase green products.

Originality/Value: This research is expected to improve the performance of Sariayu Martha Tilaar’s green products and encourage Generation Z to switch to using environmentally friendly cosmetics. This study introduces a model that includes eco-labels, green advertising, knowledge about green products, trust in green products, and the intention to purchase green products. The study focuses on Generation Z as the target audience.

Keyword: eco-label, green advertising, green product knowledge, green trust, green purchase intention.

Received: 01/08/2023
Accepted: 31/10/2023
DOI: https://doi.org/10.55908/sdgs.v11i11.1158

a Doctor in Doctoral Program in Management Science, School of Economics and Business, Telkom University, Bandung, Indonesia, E-mail: riskitaufik@telkomuniversity.ac.id, Orcid: https://orcid.org/0000-0001-9556-0040
b Doctor in Doctoral Program in English Linguistics, Faculty of Cultural Science, Universitas Widyatama, Bandung, Indonesia, E-mail: deden.novan@widyatama.ac.id, Orcid: https://orcid.org/0000-0003-1227-9195
c Bachelor Student, Faculty of Economics and Business, Telkom University, Bandung, Indonesia, E-mail: dianasitha@student.telkomuniversity.ac.id

d Doctor in Doctoral Program in Commerce, School of Economics and Business, Telkom University, Bandung, Indonesia, E-mail: indrawati@telkomuniversity.ac.id, Orcid: https://orcid.org/0000-0002-2997-3979
CONFIE NO FORTALECIMENTO DE MODELOS PARA AMPLIAR O INTERESSE DA GENERATION Z EM COMPRAR OS PRODUTOS VERDES DA SARIAYU MARTHA TILAAR ALINHADOS AO DESENVOLVIMENTO SUSTENTÁVEL

RESUMO

Objetivo: O objetivo deste estudo é investigar como os rótulos ecológicos, a publicidade ecológica e o conhecimento sobre produtos ecológicos afetam a confiança em produtos ecológicos e como a confiança acaba influenciando a intenção de comprar produtos ecológicos.

Estrutura Teórica: Este estudo aprofunda a estrutura teórica do marketing verde no setor de cosméticos da Indonésia. Ele se concentra em duas variáveis dependentes: intenção de compra verde e confiança. O estudo também explora como o rótulo ecológico, a publicidade ecológica e as variáveis de conhecimento de produtos ecológicos influenciam a confiança verde, que afeta a intenção de compra ecológica.

Método: Para este estudo, foi adotada uma abordagem quantitativa utilizando a ferramenta de aplicação de software estatístico SmartPLS 3.0. A população analisada com SEM consistiu de indivíduos da Geração Z de 12 a 26 anos que haviam adquirido o produto verde de beleza limpa da Sariayu. Um tamanho amostral de 385 entrevistados foi utilizado para representar a população.

Resultado e conclusão: Conhecer rótulos ecológicos e produtos ecológicos tem um impacto significativo na confiança verde, ao passo que a publicidade ecológica não tem. O nível de confiança verde influencia a intenção de comprar produtos verdes.

Originalidade/valor: Espera-se que esta pesquisa melhore o desempenho dos produtos ecológicos da Sariayu Martha Tilaar e incentive a Geração Z a mudar para o uso de cosméticos ecológicos. Este estudo introduz um modelo que inclui rótulos ecológicos, publicidade ecológica, conhecimento sobre produtos ecológicos, confiança em produtos ecológicos e a intenção de comprar produtos ecológicos. O estudo se concentra na Geração Z como o público-alvo.

Palavras-chave: etiqueta ecológica, propaganda ecológica, conhecimento de produto ecológico, confiança ecológica, intenção de compra ecológica.

1 INTRODUCTION

Indonesia is one of the countries that agrees on the SDGs and has obligations to meet the targets set by the SDGs, one of which is related to ensuring sustainable patterns of consumption and production. Achieving sustainable economic growth and development means recognizing the importance of reducing the ecological footprint by changing the way food is produced, consumed, and other resources are used.

Cosmetics made from plant and fruit materials are called "green cosmetics." This concept emphasizes environmental sustainability, reduces pollution, Advocates for the conscientious utilization of finite resources, while concurrently endorsing the ethical treatment of animals and the preservation of species longevity (Csorba & Boglea, 2011;
McEachern & Mcclean, 2002). The global market for green cosmetics is multiplying, as reported (Braimah, 2015), and this trend gives hope that encouraging public use of eco-friendly cosmetics can help prevent severe environmental damage in the future (Hosseinikhah Choshaly & Mirabolghasemi, 2022).

Campaigns regarding eco-friendly cosmetics attract consumers’ attention, thus driving cosmetic companies to develop more sustainable products (Lin et al., 2018). Many cosmetic brand owners and beauty product advocates advocate for using safe and organic ingredients in their products (Official, 2023). The objective of this campaign is to promote the utilization of ecologically sustainable components in cosmetic merchandise, with the aim of reducing detrimental effects on both the environment and human well-being (Organicmonitor, 2012).

The implementation of the campaign must be able to reach the consumer’s perspective, considering the urgency caused by the high level of cosmetic consumption, which has the potential to damage environmental quality and sustainable development processes (Liobikiene & Juknys, 2016). It is crucial to regulate the use of cosmetics to maintain demand for these products while prioritizing environmentally friendly alternatives that serve the same purpose (Liobikienė & Bernatonienė, 2017).

Generation Z is highly interested in their appearance and always wants to stay up to date with the latest trends. Therefore, cosmetics, which are beauty products, are in high demand among this demographic (Y. Chen & Kim, 2018). The research findings suggest that a considerable percentage, namely 70%, of persons from Generation Z demonstrate a noteworthy degree of concern regarding issues related to both skin health and the environment. Consequently, individuals exhibit a preference for cosmetics that possess attributes of safety and environmental sustainability (Al-Ghamdi et al., 2020). British customers frequently engage in the practice of scrutinizing the labels affixed to cosmetic packaging in order to ascertain the constituent substances, mostly driven by their cognizance of the potential hazards posed by noxious chemicals to human well-being and the likelihood of skin irritations (Lin et al., 2018).

Sariayu is a cosmetic and skincare brand carrying the Clean Beauty Campaign concept, which was designed because of the concerns of Indonesian women about the safety of skincare products and their concern for the environment (Official, 2023). The concept of clean beauty, "prioritizing skin care with natural ingredients, has increased in 2017 and 2018 (Rubin & Brod, 2019). However, Sariayu's sales performance experienced
instability, so it declined in 2020 due to the possible influence of the COVID-19 pandemic (Official, 2023). Additionally, a Top Brand Index 2020–2022 survey reveals that Sariayu has not outperformed other brands in categories related to beauty products like face masks, lip gloss, eye creams, and peel-off masks.

Sariayu's performance, which carries the concept of green cosmetics, needs to be improved so that the concept of green cosmetics can replace cosmetics with the use of materials that are not environmentally friendly. Growth opportunities can occur, considering several studies show consumers intend to buy environmentally friendly products based on their concern for the environmental impact (Panopoulos et al., 2023). Consequently, it is essential to examine the contributing strengthen consumers' intentions to purchase products that are designed to have minimal negative effect on the environment.

Several research have investigated the effect of customer trust toward propensity to purchase eco-friendly products (Hossain et al., 2022; Wang et al., 2019). The determinants that impact costumer trust encompass green advertising (Sun et al., 2021), eco-label (Hossain et al., 2022; Waris & Hameed, 2020), and Green Product Knowledge (Wang et al., 2019). This research goal to assess impact of product knowledge on the Green Trust, which is influenced by green advertising, Eco-Label, and Green product interest, as described in the preceding background section. This research is expected to provide Sariayu with valuable insights into enhancing the sales of environmentally friendly cosmetics. This will be achieved by examining the impact of green advertising, eco-labeling, green product knowledge, and the cultivation of consumer confidence.

2 THEORETICAL FRAMEWORK

Businesses must examine client buying patterns to understand how consumers respond to their products (Sirajuddin et al., 2023). Purchasing often results from a mental and learning process that leads to a perception of interest (Zainuddin et al., 2023). Green purchasing intention is a term used to describe the inclination of consumers to purchase things that are environmentally friendly. It can be seen as an expansion of the notion of purchase intention, which pertains to a consumer's intention to purchase (Su et al., 2020). The concept of green purchasing intention is the tendency of buyers to choose ecologically friendly goods because they consider their impact on the environment and want People to tend to choose products that have a better environmental impact as a result
of their propensity to purchase green goods because of perceived environmental issues (Panopoulos et al., 2023). This intention is manifested as a manifestation of his commitment to environmental conservation (Sun et al., 2021).

Consumers may be inclined to favor buying environmentally friendly goods due to a psychological feeling of security, and this feeling leads to the belief that products labeled as "green" could have a good effect on the environment (Hosseinikhah Choshaly & Mirabolghasemi, 2022). The controversial belief is rooted in positive expectations about one's actions or intentions, which may involve a willingness to accept deviations from what is expected (Sun et al., 2021). It is vital to establish complete consumer trust, as consumers cannot verify products labelled as "green" that distinguish them from other products. (Thøgersen et al., 2015).

Efforts to build consumer trust can be facilitated by promotions that promote green concepts so that claims of environmentally responsible goods can be made. The implementation of green advertising entails the promotion of product content that emphasizes environmental advantages, including the reduction of water pollution and greenhouse gas emissions, as well as the facilitation of biological interpretation (Nyilasy et al., 2014). The primary aim of green advertising is to enhance environmental consciousness, promote the use of eco-friendly products, and foster favorable perceptions towards such items (Prihandono et al., 2020). The degree to which consumers are impacted by advertisements that display green content determines the development of trust (Sun et al., 2021).

Eco-labels play a crucial role in establishing consumer confidence by providing information to clients regarding environmentally and health-friendly products (Hossain et al., 2022). An eco-label is a symbol attached to a product's packaging that shows the product is performance-oriented toward environmental sustainability (Gosselt et al., 2017). The eco-label has two important functions: the information function and the corporate social responsibility function (Nguyen & Le, 2020). So using eco-labels is very appropriate for promoting environmental protection and product sustainability (Handayani & Setyorini, 2020). Consumer awareness and understanding of eco-labels can build consumer confidence in the use of various household needs that are energy efficient and have a positive influence on attitudes, beliefs, and behaviors that promote environmental sustainability (Taufique et al., 2017).
Furthermore, past research has demonstrated that customer trust in environmentally friendly items is influenced by understanding about green products (Vermeir & Verbeke, 2008; Wang et al., 2019). In order to create a desire for consumers to buy a product, marketing personnel require adept marketing skills when introducing the product (Tilaar et al., 2023). The information given in marketing communications affects customers' product evaluations and purchasing decisions (Tan et al., 2023). Consumer knowledge of a product affects the level of cognition of product attributes and evaluation criteria, affecting consumers' ability to collect and manage information (K. Chen & Deng, 2016). Consumers' faith in the features and benefits of green products increases as their understanding of them grows (Wang et al., 2019).

Based on the previous justification and referring to previous studies, the following hypotheses can be proposed in this research:

Hypothesis 1: Ecolabel affects Green Trust
Hypothesis 2: Green Advertising Influences Green Trust
Hypothesis 3: Green Product Knowledge Influences Green Trust
Hypothesis 4: Green Trust Affects Green Purchase Intention

3 METHODOLOGY

The choice of a quantitative methodology in this research was determined by the characteristics of the collected data, which predominantly consisted of numerical values that required statistical analysis. The study employed the statistical software program SmartPLS 3.0 to examine the association between variables. The examination of the strength of their contact was carried out utilizing the technology of structural equation modeling (SEM). Data was analyzed using SEM to determine congruence between
theoretical model and empirical observations. The study sample comprised individuals belonging to Generation Z, ranging in age from 12 to 26, who had made a purchase of Sariayu's environmentally-friendly product, Clean Beauty. The selection of respondents was conducted according to particular criteria, which encompassed factors such as age and the purchase of Clean Beauty Sariayu's green makeup and skincare products. The Cochran algorithm was employed to calculate the overall sample size, yielding a value of 384.16 respondents. To accurately represent the population, this figure was rounded up to 385.

4 RESULTS AND DISCUSSION

The findings pertaining to factor loading, composite reliability, and average variance extracted are presented in Table 1. Factor loading needs to be measured to ensure each item's reliability level regarding a threshold value of 0.7 to be said to be reliable. The model's reliability level will be seen from the composite reliability test with the value that must be met above 0.7 (Hair et al., 2011). It is essential to ensure that the chosen items are a precise representation of the underlying constructs. One way to achieve this is by evaluating the Average Variance Extracted (AVE) value. In order to ascertain that all constructs possess satisfactory convergent validity values, the AVE value must exceed 0.5.

Table 1. Factor Loading, Composite Reliabilities, And Average Variance Extracted

<table>
<thead>
<tr>
<th>Construct</th>
<th>Loading</th>
<th>CR</th>
<th>AVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eco-Label</td>
<td>0.899</td>
<td>0.89</td>
<td>0.691</td>
</tr>
<tr>
<td>EL1</td>
<td>0.868</td>
<td></td>
<td></td>
</tr>
<tr>
<td>EL2</td>
<td>0.819</td>
<td></td>
<td></td>
</tr>
<tr>
<td>EL3</td>
<td>0.719</td>
<td></td>
<td></td>
</tr>
<tr>
<td>EL4</td>
<td>0.907</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Green Advertising</td>
<td>0.911</td>
<td>0.91</td>
<td>0.837</td>
</tr>
<tr>
<td>GA1</td>
<td>0.955</td>
<td></td>
<td></td>
</tr>
<tr>
<td>GA2</td>
<td>0.873</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Green Product Knowledge</td>
<td>0.922</td>
<td>0.92</td>
<td>0.748</td>
</tr>
<tr>
<td>GKP1</td>
<td>0.866</td>
<td></td>
<td></td>
</tr>
<tr>
<td>GKP2</td>
<td>0.873</td>
<td></td>
<td></td>
</tr>
<tr>
<td>GKP3</td>
<td>0.852</td>
<td></td>
<td></td>
</tr>
<tr>
<td>GKP4</td>
<td>0.868</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Green Trust</td>
<td>0.904</td>
<td>0.90</td>
<td>0.701</td>
</tr>
<tr>
<td>GT1</td>
<td>0.801</td>
<td></td>
<td></td>
</tr>
<tr>
<td>GT2</td>
<td>0.846</td>
<td></td>
<td></td>
</tr>
<tr>
<td>GT3</td>
<td>0.859</td>
<td></td>
<td></td>
</tr>
<tr>
<td>GT4</td>
<td>0.843</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Green Purchase Intention</td>
<td>0.925</td>
<td>0.92</td>
<td>0.804</td>
</tr>
<tr>
<td>GPI1</td>
<td>0.911</td>
<td></td>
<td></td>
</tr>
<tr>
<td>GPI2</td>
<td>0.870</td>
<td></td>
<td></td>
</tr>
<tr>
<td>GPI3</td>
<td>0.908</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Output Processing with SmartPLS 3 (2023)
The Fornell-Larcker criterion must be applied to establish discriminant validity in testing procedures (Henseler et al., 2015). Table 2 presents the test results employing the Fornell-Larcker criteria. According to the findings of the data analysis, the model's variables demonstrate significant weights. Variables share more variance with their corresponding construct than with other constructs. These results suggest strong discriminant validity among the constructs within the model (Hair et al., 2014).

<table>
<thead>
<tr>
<th>Ecolabel</th>
<th>Green Advertising</th>
<th>Green Product Knowledge</th>
<th>Green Purchase Intention</th>
<th>Green Trust</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ecolabel</td>
<td>0,831</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Green Advertising</td>
<td>0,352</td>
<td>0,915</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Green Product Knowledge</td>
<td>0,764</td>
<td>0,448</td>
<td>0,865</td>
<td></td>
</tr>
<tr>
<td>Green Purchase Intention</td>
<td>0,480</td>
<td>0,752</td>
<td>0,536</td>
<td>0,896</td>
</tr>
<tr>
<td>Green Trust</td>
<td>0,839</td>
<td>0,343</td>
<td>0,755</td>
<td>0,559</td>
</tr>
</tbody>
</table>

Source: Output Processing with SmartPLS 3 (2023)

Once the constructs' validation and reliability are confirmed, the next step is to assess their relationship within the structural model. This evaluation involves testing whether the constructs used in this study are related to each other as expected and to what extent the model can predict the desired results. Then the relationship between these variables will be tested by looking at the path coefficients' results. To determine route coefficients and their associations with t-values, bootstrapping is utilized (Chin, 1998). Figure 2 shows the results PLS algorithm, while Tables 4 and 5 present the structural model findings.
Table 4 displays the findings of hypothesis testing and R2. According to these results, it is known that eco-label influences green trust ($\beta= 0.629$, $t$-values $= 15.279$); thus, hypothesis-1 can be accepted. The findings in this study also show that hypothesis-3 can be accepted, so that green product knowledge affects green trust ($\beta= 0.275$, $t$-values $= 5.954$). Meanwhile, green advertising does not affect green trust ($\beta= 0.001$, $t$-values $= 0.045$), so it can be stated that hypothesis-2 is rejected. The data processing results also found that hypothesis-4 is acceptable ($\beta= 0.559$, $t$-values $= 11.714$) to emphasize that green trust influences green purchase intention.

![Figure 2 Result of The Pls Algorithm](source: SmartPLS 3 (2023))

Table 4 Results of The Structural Model

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Path Coefficient</th>
<th>P-Value</th>
<th>T-Value</th>
<th>Decision</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1 Ecolabel -&gt; Green Trust</td>
<td>0.629</td>
<td>0.000</td>
<td>15.279</td>
<td>Supported</td>
</tr>
<tr>
<td>H2 Green Advertising -&gt; Green Trust</td>
<td>-0.001</td>
<td>0.964</td>
<td>0.045</td>
<td>Not Supported</td>
</tr>
<tr>
<td>H3 Green Product Knowledge -&gt; Green Trust</td>
<td>0.275</td>
<td>0.000</td>
<td>5.954</td>
<td>Supported</td>
</tr>
<tr>
<td>H4 Green Trust -&gt; Green Purchase Intention</td>
<td>0.559</td>
<td>0.000</td>
<td>11.714</td>
<td>Supported</td>
</tr>
</tbody>
</table>

Source: Output Processing with SmartPLS 3 (2023)

To check the quality of a PLS structural model, analyze the R-squared value after determining the connection between latent variables. Table 5 R square values help determine how much independent variables account for variation in the response variable.
Based on the findings derived from the analysis of the processed data, it is evident that the variables of ecolabel, green advertising, and green product knowledge exhibit a coefficient of determination (R2) of 0.735, corresponding to a proportion of 73.5%. Consequently, it can be inferred that the combined influence of ecolabel, green advertising, and green product knowledge accounts for 73.5% of the variability observed in the green trust variables. In addition, green trust contributes to explaining the diversity of green purchase intention by 0.313, or 31.3%, so it can be said that green trust has an influence of 31.3% on green purchase intention. According to Hair et al. (2011), the R square values can be categorized into three distinct levels: strong, moderate, and weak. Based on this categorization, it can be deduced that the impacts of ecolabel, green advertising, and green product knowledge on green trust fall into the moderate category, with respective R square values of 0.75, 0.33, and 0.19. The influence of green trust on the intention to make green purchases may be considered weak.

Green cosmetics prioritize environmental sustainability, reduce pollution, and protect animal welfare (Csorba & Boglea, 2011; McEachern & Mcclean, 2002). Green cosmetics have experienced rapid growth worldwide (Braimah, 2015), indicating that a shift in public consumption to green cosmetics can prevent environmental damage (Hosseinikhah Choshaly & Mirabolghasemi, 2022). Generation Z is a group of consumers who are looking for cosmetics that are safe and environmentally friendly (Al-Ghamdi et al., 2020), as seen from their awareness of the labels on cosmetic packaging to find out the ingredients (Lin et al., 2018). Gen Z's eco-friendly purchasing depends on trust in the products (Hossain et al., 2022; Wang et al., 2019). This trust, as indicated by multiple prior investigations, is fostered by green advertising (Sun et al., 2021), Eco-Label (Hossain et al., 2022; Waris & Hameed, 2020), and Green Product Knowledge (Wang et al., 2019).

Hypothesis 1 states that using eco-labels on eco-friendly cosmetic products can affect consumer confidence. An eco-label is a symbol attached to a product's packaging that shows product performance that is oriented towards environmental sustainability (Gosselt et al., 2017), with one of its main functions being an information medium (Nguyen & Le, 2020) regarding green products that are safer for the environment and

Table 5 R Square (R²)

<table>
<thead>
<tr>
<th></th>
<th>R Square</th>
<th>R Square Adjusted</th>
</tr>
</thead>
<tbody>
<tr>
<td>Green Purchase Intention</td>
<td>0.313</td>
<td>0.311</td>
</tr>
<tr>
<td>Green Trust</td>
<td>0.735</td>
<td>0.733</td>
</tr>
</tbody>
</table>

Source: Output Processing with SmartPLS 3 (2023)
health. This study found that eco-labels on eco-friendly cosmetic products affect consumer confidence. The study's findings align with Hossain et al. (2022) and Taufique et al. (2017) which state that consumer confidence in environmentally friendly products can be influenced by the eco-label attached to the product packaging and consumer awareness of the presence of the eco-label.

Hypothesis 2 states that showing green advertising in various media can affect Generation Z's belief in environmentally friendly products. Green advertising is running commercials featuring environmentally friendly, water- and greenhouse gas-efficient, and biologically interpretable product material (Nyilasy et al., 2014). The practice of green advertising aims to enhance public consciousness regarding environmental issues and foster favorable perceptions towards environmentally friendly products (Prihandono et al., 2020). This study found different results, namely that green advertising in various media did not affect Generation Z's trust in environmentally friendly products. This study's findings contrast with Sun et al. (2021), who assert that the degree to which consumers are impacted by the adoption of green content adverts determines how trust is formed (Sun et al., 2021).

Hypothesis 3 states that knowledge of green products can affect Generation Z's belief in environmentally friendly products. Consumer knowledge of a product affects the level of cognition of product attributes and evaluation criteria, affecting consumers' ability to collect and manage information (K. Chen & Deng, 2016). This study found that knowledge of green products influences Generation Z's belief in environmentally friendly products. Consumers' faith in the features and benefits of green products increases as their understanding of them grows (Wang et al., 2019).

Hypothesis 4 states that Generation Z's belief in environmentally friendly products is founded on positive expectations about one's intentions or behaviors, including a desire to tolerate deviations from expectations (Sun et al., 2021). Consumers buy green products believing that products labeled green can contribute positively to the environment (Hosseinikhah Choshaly & Mirabolghasemi, 2022).

5 CONCLUSION

This study aims to evaluate how eco-labels affect consumer trust in environmentally friendly items, the effect of green advertising on customer confidence in environmentally friendly products, the significance of green product knowledge in
shaping consumer trust, and the correlation between green trust and the intention to purchase eco-friendly products. According to the results of the research, which have been obtained through the use of verification analysis using the SEM in relation to the Trust Strengthening Model for enhancing Generation Z's interest in purchasing Sariayu Martha Tilaar Green Products, the following conclusions can be drawn: (1) Eco-label influences the formation of consumer trust with the age range of generation Z for environmentally friendly products; (2) broadcasting green advertising does not affect the formation of consumer trust with the Z generation age range for environmentally friendly products; (3) the level of green product knowledge affects the formation of consumer trust with the age range of generation Z for environmentally friendly products; and (4) the green trust owned by generation Z can influence green purchase intention.

According to the findings and recommendations of the study mentioned earlier, it is advisable for the Sariayu Martha Tilaar company to incorporate marketing strategies for its environmentally friendly products. Specifically, it is recommended that the company ensures the eco-labels are prominently displayed and designed in a manner that is comprehensible to prospective consumers. This approach will facilitate the attainment of the company's objectives. Companies can also attach a QR Code that can be scanned by potential customers to better understand the meaning of the symbols attached to the product packaging. In addition, on the page that can be reached after scanning the QR Code, the company can add information regarding evidence of how the product was produced, such as the raw materials used, the production process, and packaging. Companies can also collaborate with several young figures with a track record on environmental issues to build Generation Z's awareness of environmental issues.

Future research will focus on the factors associated with forming consumer loyalty for environmentally friendly products.
ACKNOWLEDGMENTS

We would like to express our gratitude to the Dean of the School of Economics and Business, as well as the Director of Research and Community Service at Telkom University, for their valuable assistance and encouragement in facilitating the successful completion of our research project. This project has the potential to yield advantageous outcomes for the School of Economics and Business at Telkom University.
REFERENCES


Sun, Y., Luo, B., Wang, S., & Fang, W. (2021). What you see is meaningful: Does green advertising change the intentions of consumers to purchase eco-labeled products?


