

# THE IMPACT OF GREEN MARKETING AND CORPORATE SOCIAL RESPONSIBILITY ON BRAND IMAGE, PURCHASE INTENTION, AND PURCHASE DECISION

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## THE IMPACT OF GREEN MARKETING AND CORPORATE SOCIAL RESPONSIBILITY ON BRAND IMAGE, PURCHASE INTENTION, AND PURCHASE DECISION (STUDY ON THE BODY SHOP IN SAMARINDA)

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### Abstract:

<sup>36</sup> This study aims to analyze and determine the influence of green marketing and corporate social responsibility on brand image, purchase intention, and purchase decision on The Body Shop's customers in Samarinda. This study uses a quantitative approach using SmartPLS software. The sample was 152 respondents with a sampling technique using accidental sampling. The results showed that green marketing is a significantly positive effect on brand image. Green marketing is a significantly positive effect on purchase intention. Corporate social responsibility is not a significantly positive effect on brand image. Corporate social responsibility is a significantly positive effect on purchase intention. Green marketing is a significantly positive effect on the purchase decision. Corporate social responsibility is not a significantly positive effect on the purchase decision. Brand image is a significantly positive effect on the purchase decision. Purchase intention is a significantly positive effect on the purchase decision.

### Keywords:

Green Marketing, Corporate Social Responsibility, Brand Image, Purchase Intention, Purchase Decision

### 1. Introduction

Global warming is an issue that is heard everywhere. Forest destruction, changes in temperature, increasingly unstable climate, depletion of the ozone layer, and so on. Many organizations engaged in the environment began to emerge to invite and make people aware of the importance of maintaining environmental quality. However, not a few are also people who only become spectators without any intention to become drivers in saving the environment. The term goes green became jargon, which began to be reiterated after it was realized that human indifference towards survival on earth Purnama, (2014). Dwipamurti, Mawardi, & Nuralam (2018) According to Prothero & Fitchett (2000), "Marketer's awareness of the environment began to grow long ago, this is evidenced by marketing activities a few years ago successfully marking green issues through green symbols and designs and ad campaigns regularly depicting natural, lively images. Clean and harmonious environment on the addition of different signals to several consumer goods. Green marketing approach in the product area is believed to increase the integrity of environmental issues in all aspects of the company's activities, ranging from strategy formulation, planning, preparation, production, and distribution or distribution with customers. Pride & Ferrel (1993) Green marketing is described as the business of an organization or company designing, promoting, pricing, and distributing products that do not harm the environment.

The Body Shop is a company that is well known in the cosmetics industry and is one of the pioneers of green marketing. According to Fabricant & Gould (1993), products from the cosmetics industry are unique products because besides these products can meet the basic needs (especially women) for beauty and a means for consumers to clarify their identity in society. Furthermore, this product has a risk of use that needs to be considered, given that the content of chemicals does not always have the same effect on every consumer. So, product quality selection is usually a central criterion assessment of the product to be purchased.

In Indonesia, the selection of cosmetics is comfortable but challenging, meaning that consumers are faced with many choices that cause them to be confused about choosing because if one chooses, it can affect their health, beauty, skin, and face. However, The Body Shop is somewhat different because it offers products with natural ingredients, environmentally friendly, and no animal testing. The basic principle of environmentally friendly owned by The Body Shop was born from ideas to reuse, refill and recycle what they can reuse; the size of the business role as a determinant of the direction of change is reflected by the emergence of the "triple bottom lines" approach that directs businesses to measure the success of the three supporting pillars of profit, people, and the planet.

Marketers need to see this phenomenon as one thing that has the potential as a business opportunity. Kalafatis et al. (1999) say that marketers view the phenomenon in the marketing environment as a business opportunity in the company's efforts to proactively develop and implement long-term plans on the company's environmental strategy.

Byrne (2003) revealed that environmental or green marketing is a new focus in business ventures, namely a strategic marketing approach that began to emerge and came to the attention of many from the end of the 20th century. This condition requires marketers to be more careful in making decisions that involve the environment. Also, companies use the term green marketing to get the opportunity to achieve company goals and improve purchasing decisions.

Besides green marketing, the second factor that influences purchasing decisions is buying interest. Interest or intention is the desire to conduct behavior. Interest can lead to a desire to buy products offered by the company. According to Cobb-Walgren et al. (1995), buying interest is a mental statement from consumers that reflects the purchase plan of a product with specific brands. So basically, if someone wants to buy is usually influenced by factors such as encouragement and specific considerations.

Many factors that influence purchasing decisions from this have been proven by previous researchers. Santoso & Dani (2017) found that green marketing had a significant positive effect on brand image. Likewise, research conducted by Dwipamurti et al. (2018) found that green marketing had a significant positive effect on brand image.

In a previous study, the relationship between green marketing and purchase intention conducted by Suki & Suki (2015) found that green marketing had a significant positive effect on purchase intention. Likewise, research was conducted by Ansar (2013) and Wu & Chen (2014).

Another factor studied is corporate social responsibility. In a previous study, the relationship between corporate social responsibility and brand image conducted by Santoso & Ardani (2017) found that corporate social responsibility had a significant positive effect on brand image. Likewise, Arslan & Zaman (2014) found that corporate social responsibility had a significant positive effect on brand image. Likewise, Nguyen & Nguyen (2018) found that corporate social responsibility had a significant positive effect on brand image.

In a previous study, the relationship between corporate social responsibility and purchase intention conducted by Suki & Suki (2015) found that corporate social responsibility had a significant positive effect on purchase intention. Likewise, Samuel & Wijaya (2008) found that corporate social responsibility had a significant positive effect on purchase intention.

In a previous study, the relationship between green marketing and purchase decision conducted by Sen (2014) found that green marketing had a significant positive effect on purchase decisions. Likewise, research conducted by Azimi & Shabani (2016) found that green marketing had a significant positive effect on purchase decisions. Jeevarathnam & Tushya (2016) found that green marketing had a significant positive effect on purchase decisions. Parhizgar & Vesal (2016) get the result that green marketing has a significant positive effect on purchase decisions. Meanwhile, Widelia, Yusiana, & Widodo (2015) found that green marketing had no significant positive effect on purchase decisions.

The relationship between corporate social responsibility and purchase decision conducted by Anim & Cudjoe (2015) found that corporate social responsibility had a significant positive effect on purchase

decisions. Likewise, research conducted by Widelia et al. (2015) found that corporate social responsibility had a significant positive effect on purchase decisions.

In previous studies, the relationship between brand image and purchase decision conducted by Shah et al. (2012) found that brand image had a significant positive effect on purchase decisions. Likewise, Djatmiko & Pradana (2016) found that brand image had a significant positive effect on purchase decisions.

The relationship between purchase intention and purchase decision made by Septifani et al. (2014) found that purchase intention had a significant positive effect on purchase intention. Rahmawati (2018) found that purchase intention had a significant positive effect on purchase intention.

## **2. Literature Review**

### **Definition of Green Marketing**

Kotler & Keller (2016) "green marketing as the movement directed towards organizations responsible for the environmentally responsible production of products." Coddington (1993) green marketing is all environmentally responsible marketing activities, with the minimum possible negative impact on the environment. Lozada (2000) defines green marketing as "the application of marketing tools to facilitate changes that provide organizational satisfaction and individual goals in maintaining, protecting, and conserving the physical environment." Pride & Ferrel (1993) define green marketing as an effort to design, promote, and distribute products that do not damage the environment.

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### **Green Marketing Indicator**

The indicators of Green marketing, according to Tiwari et al. (2011) in this study are:

1. Green product ( $X_{1,1}$ )
2. Green price ( $X_{1,2}$ )
3. Green place ( $X_{1,3}$ )
4. Green promotion ( $X_{1,4}$ )

### **Definition of Corporate Social Responsibility**

Kotler & Lee (2005) state that "Corporate social responsibility is the company's commitment to improving community welfare through good business practices and contributing some of its resources."

### **Corporate Social Responsibility Indicator**

The indicators of corporate social responsibility, according to Chahal & Sharma (2006) in this study, are:

1. Economic performance dimensions ( $X_{2,1}$ )
2. Social dimensions ( $X_{2,2}$ )
3. Relationship dimensions ( $X_{2,3}$ )

### **Definition of Brand Image**

Kotler & Keller (2012) define the brand image as "The perceptions and beliefs held by consumers, as reflected in the associations held in consumer memory." This can be interpreted as perceptions and beliefs

held by consumers, which are reflected or embedded in the minds and memories of a consumer. This perception can be formed from the information or experience of consumers towards the brand.

### **Brand Image Indicator**

The brand image indicators, according to Kotler & Keller (2012) in this study include:

1. Favorability of brand association ( $Y_{1.1}$ )
2. Strength of brand association ( $Y_{1.2}$ )
3. The uniqueness of brand association ( $Y_{1.3}$ )

### **Definition of Purchase Intention**

Kotler et al. (1999), buying interest arises after an alternative evaluation process. In the evaluation process, a person will make a series of choices about the product to be purchased based on brand and interest. Kotler & Keller (2016) buying interest is a consumer belief or that arises in response to objects that indicate a person's desire to make a purchase. Marketers must determine consumer buying interest for a product; both marketers and economic experts use the variable of interest to predict consumer behavior in the future. Assael, (1998) buying interest is the tendency of consumers to buy a brand or take actions related purchases as measured by the level of likelihood of consumers making a purchase. Howard (1994) buying interest is related to consumers' plans to buy certain products and how many units of product are needed in a certain period.

### **Purchase Intention Indicator**

The purchase intention indicators, according to Hanjani & Widodo (2019) in this study, are:

1. Explorative interest ( $Y_{2.1}$ )
2. Referential interest ( $Y_{2.2}$ )
3. Transactional interest ( $Y_{2.3}$ )
4. Preferential interest ( $Y_{2.4}$ )

### **Definition of Purchase Decision**

According to Kotler & Armstrong (2016), the purchase decision is the stage in the decision-making process of the buyer where the consumer buys. Decision making of an individual activity that is directly involved in obtaining and using the goods offered.

### **Purchase Decision Indicator**

The indicators of corporate social responsibility, according to Kotler & Keller (2016) in this study, are:

1. Problem recognition ( $Y_{3.1}$ )
2. Information search ( $Y_{3.2}$ )
3. Evaluation of alternatives ( $Y_{3.3}$ )
4. Purchase decision ( $Y_{3.4}$ )
5. Postpurchase behavior ( $Y_{3.5}$ )

## **3. Research Method**

This research was carried out at The Body Shop Samarinda. The variables studied were green marketing, corporate social responsibility, brand image, purchase intention, and purchase decision. The samples in this study were 152 respondents. Overall research indicators show sig. R indicator question is more significant than 0.3 ( $\alpha = 0.3$ ), which means that each indicator variable is valid, so it can be concluded that the indicators can be used to measure the research variables. The significance level of the reliability test is 0.6. An instrument is reliable if the result is more or equal to the critical value equal to 0.6. The reliability test results showed that all variables used for the study were reliable.

The hypothesis model used in this study can be seen in Figure 1.

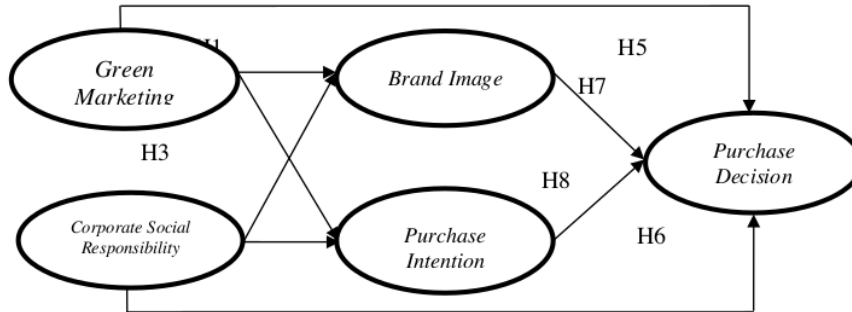


Figure 1. Hypothesis Model

Based on the hypothesis model Figure 1, this research could be formulated as below:

- H1: Green Marketing Significantly Influenced Brand Image
- H2: Green Marketing Significantly Influenced Purchase Intention
- H3: Corporate Social Responsibility Significantly Influenced Brand Image
- H4: Corporate Social Responsibility Significantly Influenced Purchase Intention
- H5: Green Marketing Significantly Influenced Purchase Decision
- H6: Corporate Social Responsibility Significantly Influenced Purchase Decision
- H7: Brand Image Significantly Influenced Purchase Decision
- H8: Purchase Intention Significantly Influenced Purchase Decision

### Results And Discussions

The descriptive analysis showed that the respondents who were the objects in this study consisted of 152 respondents. Most of the respondents in this study had a bachelor's education background, with 45% of 152 respondents. Most respondents in this study worked as private workers, which percentage was 48% of 152 respondents. Most of the age of respondents in this study ranged from 21-29 years. The average income of The Body Shop customers in Samarinda, who were the objects of this research, was 2-4 million per month.

### Path Analysis

Table 1 below shows the results of the path analysis between the variables of green marketing, corporate social responsibility, brand image purchase intention, and purchase decision

Table 1. The Result of Path Analysis

Hypothesis	Relation	Path Coefficient	T-Statistic	T- Table	Information
H1	(X <sub>1</sub> )Green Marketing -> (Y <sub>1</sub> )Brand Image	0.384	2.353	1.96	Significant Positive
H2	(X <sub>1</sub> )Green Marketing -> (Y <sub>2</sub> )Purchase Intention	0.443	3.408	1.96	Significant Positive
H3	(X <sub>2</sub> )Corporate Social Responsibility ->	0.262	1.706	1.96	Positive Not

	(Y <sub>1</sub> )Brand Image				Significant
H4	(X <sub>2</sub> )Corporate Social Responsibility -> (Y <sub>2</sub> )Purchase Intention	0.315	2.669	1.96	Significant Positive
H5	(X <sub>1</sub> )Green Marketing -> (Y <sub>3</sub> )Purchase Decision	0.265	2.012	1.96	Significant Positive
H6	(X <sub>2</sub> )Corporate Social Responsibility -> (Y <sub>3</sub> )Purchase Decision	0.031	0.309	1.96	Positive Not Significant
H7	(Y <sub>1</sub> )Brand Image (Y <sub>3</sub> )Purchase Decision	0.354	2.401	1.96	Significant Positive
H8	(Y <sub>2</sub> )Purchase Intention (Y <sub>3</sub> )Purchase Decision	0.305	2.464	1.96	Significant Positive

<sup>3</sup> H1: There is a significant direct effect of variable green marketing on brand image

Table 1 reveals the result of the path analysis test to determine the effect of green marketing on brand image. Table 1 shows the beta coefficient on the relationship of green marketing to the brand image is 0.384. The t-test results obtained were 2.353, then the decision was H<sub>0</sub> rejected. A significant hypothesis of green marketing on the brand image was accepted.

<sup>7</sup> H2: There is a significant direct effect of variable green marketing on purchase intention

Table 1 reveals the result of the path analysis test to determine the effect of green marketing on purchase intention. Table 1 shows that the beta coefficient on the relationship of green marketing to purchase intention is 0.443. The t-test results obtained were 3.408, then the decision was H<sub>0</sub> rejected. A significant hypothesis of green marketing on purchase intention was accepted.

<sup>34</sup> H3: There is not a significant direct effect of variable corporate social responsibility on brand image

Table 1 reveals the result of the path analysis test to determine the corporate social responsibility on brand image. Table 1 shows the beta coefficient on the relationship of corporate social responsibility to the brand image is 0.262. The t-test results obtained were 1.706, then the decision was H<sub>0</sub> accepted rejected. A significant hypothesis of the corporate social responsibility on the brand image was rejected.

<sup>56</sup> H4: There is a significant direct effect of variable corporate social responsibility on purchase intention

Table 1 reveals the result of the path analysis test to determine the corporate social responsibility on purchase intention. Table 1 shows that the beta coefficient on the relationship of corporate social responsibility to purchase intention is 0.315. The t-test results obtained were 2.669, then the decision was H<sub>0</sub> rejected. A significant hypothesis of the corporate social responsibility on purchase intention was accepted.

H5: There is a significant direct effect of variable green marketing on purchase decision

Table 1 reveals the result of the path analysis test to determine green marketing's effect on the purchase decision. Table 1 shows the beta coefficient on the relationship of green marketing to purchase decision is 0.265. The t-test results obtained were 2.012, then the decision was H0 rejected. A significant hypothesis of green marketing on purchase decision was accepted.

H6: There is not a significant direct effect of variable corporate social responsibility on purchase decision

Table 1 reveals the result of the path analysis test to determine the corporate social responsibility on the purchase decision. Table 1 shows the beta coefficient on the relationship of corporate social responsibility to purchase decision is 0.031. The t-test results obtained were 0.309, then the decision was H0 accepted. A significant hypothesis of the corporate social responsibility on purchase decision was rejected.

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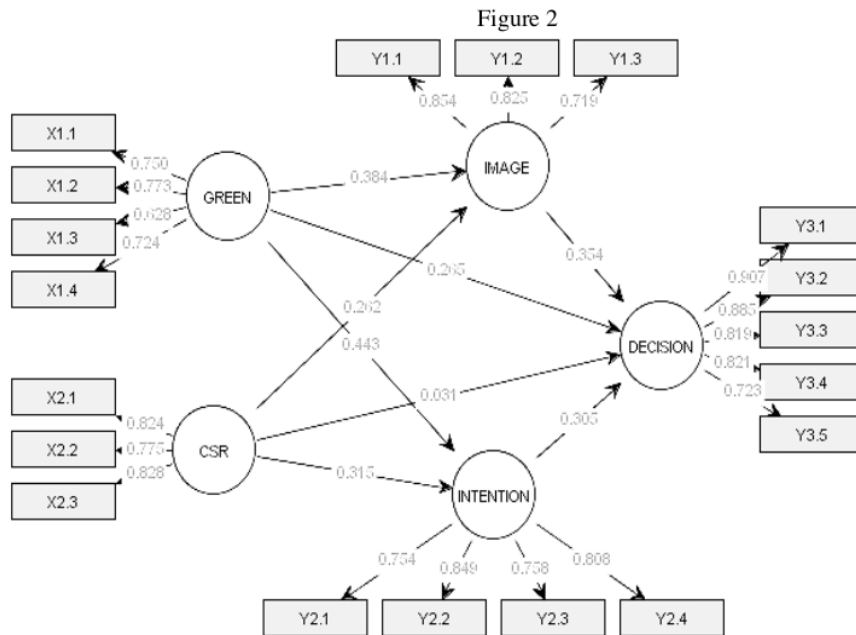
H7: There is a significant direct effect of variable brand image on purchase decision

Table 1 reveals the result of the path analysis test to determine the brand image's effect on the purchase decision. Table 1 shows the beta coefficient on the relationship of brand image to purchase decision is 0.354. The t-test results obtained were 2.401, then the decision was H0 rejected. A significant hypothesis of the brand image on the purchase decision was accepted.

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H8: There is a significant direct effect of variable purchase intention on purchase decision

Table 1 reveals the result of the path analysis test to determine the purchase intention's effect on the purchase decision. Table 1 shows the beta coefficient on the relationship of purchase intention to purchase decision is 0.305. The t-test results obtained were 2.464, then the decision was H0 rejected. A significant hypothesis of the purchase intention on purchase decision was accepted.



Source: Results of Data Processing Smart PLS



#### 1 Discussion Of Research Result

##### 1 The Influence of Green Marketing on Brand Image

The first hypothesis testing states that green marketing has a significant positive effect on brand image. In Figure 2, the highest indicator of the green marketing variable is green prices. This means that consumers perceive premium product prices from trusted brands can provide a sense of security in using it and does not damage the environment

The results of this study are supported by Santoso & Ardani (2017) entitled "The Effect of Green Marketing and Corporate Social Responsibility on Brand Image on Tupperware Products," which proves a significant favorable influence between green marketing on brand image. This research is also in line with research conducted by Dwipamurti et al. (2018) titled "The Effect of Green Marketing on Brand Image and Purchase Decision (Study on Consumer of Starbucks Cafe Ubud, Gianyar Bali)" which states that green marketing has a significant positive effect on brand image.

##### 1 The Influence of Green Marketing on Purchase Intention

The second hypothesis testing states that green marketing has a significant positive effect on purchase intention. In Figure 2, the highest indicator of the green marketing variable is green prices. This indicator shows that the price of the Body Shop's products is higher compared to prices for other similar products. The premium prices offered by the Body Shop brand are comparable with satisfactory product quality and also environmentally friendly

The results of this study are supported by Suki & Suki, (2015) research entitled "Mediating Role of Social Responsibility on the Relationship between Consumer Awareness of Green Marketing and Purchase Intentions," which proves the existence of a significant positive effect between green marketing on purchase intention. Likewise, the research conducted by Ar (2013) entitled "Impact of Green Marketing on Consumer Purchase Intention," which relates green marketing variables to purchase intention significantly positive effect. The stronger the green marketing of a product or service for brand users, the stronger the purchase intention. This study is also in line with research conducted by Wu & Chen (2014) entitled "The Impact of Green Marketing and Perceived Innovation on Purchase Intention for Green Products," which relates green marketing variables to purchase intention significantly positive effect.

##### 2 The Influence of Corporate Social Responsibility on Brand Image

The results of testing the third hypothesis can be stated that corporate social responsibility has no significant positive effect on brand image. The results of testing the third hypothesis can be stated that corporate social responsibility has a positive and insignificant effect on brand image. This explains that corporate social responsibility does not affect the brand image of The Body Shop in Samarinda. The highest indicator of this variable is the social dimension because of the company. The body shop, from its inception in England in 1976, has tried to preserve the environment and improve community welfare. So the brand image in the minds of the people has been implanted that The body shop is a company with social responsibility.

The results of this study are in line with Santoso & Ardani, (2017) research entitled "The Effect of Green Marketing and Corporate Social Responsibility on Brand Image on Tupperware Products," which proves that there is no significant positive effect between corporate social responsibility on brand image. This research is not in line with Arslan & Zaman (2014) entitled "Impact of Corporate Social Responsibility on Brand Image: A Study on Telecom Brands," which proves a significant positive effect on corporate social responsibility on brand image. Nguyen & Nguyen, (2018) "Impact of Green Marketing on the Green Brand Image and Equity in Banking Sector," which proves the existence of a significant positive effect on corporate social responsibility on brand image.

##### The Influence of Corporate Social Responsibility on Purchase Intention

The fourth hypothesis testing results can be stated that corporate social responsibility has a significant positive effect on purchase intention. This explains that the higher the corporate social responsibility of The Body Shop, the higher the interest in buying The Body Shop in Samarinda. This is because people are increasingly aware that a good company is not only concerned with profit but also environmental sustainability.

The results of this study are supported by Suki & Suki, (2015) research entitled "Mediating Role of Social Responsibility on the Relationship between Consumer Awareness of Green Marketing and Purchase Intentions," which proves the existence of a significant positive effect between corporate social responsibility on purchase intention. Likewise with the results of a study conducted by Samuel & Wijaya (2008) titled "Corporate Social Responsibility, Purchase Intention, and Corporate Image in Restaurants in Surabaya from a Customer Perspective" that correlates the variable of corporate social responsibility to purchase intention significantly positive effect.

#### **The Influence of Green Marketing on Purchase Decision**

The results of testing the fifth hypothesis can be stated that green marketing has a significant positive effect on purchase decisions. Consumers are satisfied with the company's price because they can see and feel the quality for themselves, which was better than any other product they had bought. Consumers do not feel hesitant in making purchasing decisions because, at competitive prices, consumers can buy environmentally friendly products, and according to their tastes.

The results of this study are supported by Sen (2014) entitled "A Study of the Impact of Green Marketing Practices on Consumer Buying Behavior in Kolkota," which proves the existence of a significant positive effect between green marketing on purchase decisions. Likewise with the results of research conducted by Azimi & Shabani (2016) entitled "The Effect of Green Marketing Mix on Purchase Decision-Making Styles of Customers" that relates green marketing variables to purchase decisions have a significant positive effect. This research is also in line with research conducted by Jeevarathnam & Tushya (2016) entitled "The Influence of Green Marketing on Consumer Purchase Behavior," which proves that green marketing has a significant positive effect on purchase decision, Pizgar & Vesal, (2016) titled "Analysis Green Marketing Mix Impact on Consumer Buying Behavior" which proves that green marketing has a significant positive effect on purchase decisions.

#### **The Influence of Corporate Social Responsibility on Purchase Decision**

The results of the sixth hypothesis testing can be stated that corporate social responsibility has no significant positive effect on the purchase decision. This is because consumers are willing to pay dearly for company products that implement CSR but do not want to take the time to find out what CSR activities the company has carried out.

The results of this study are not in line with the study of Anim & Cudjoe (2015) titled "The Influence of CSR Awareness on Consumer Purchase Decision of a Telecommunication Network in Ghana (A Case of La Nkwantanag Madina Municipality)," which proves the existence of insignificant positive influence between corporate social responsibility for the purchase decision. The results of research conducted by Widelia et al. (2015) titled "The Influence of Green Marketing and Corporate Social Responsibility on Unilever Product Purchase Decisions (Case Study in Bandung)," which relates corporate social responsibility variable to the purchase decision has no significant positive effect.

#### **The Influence of Brand Image on Purchase Decision**

The seventh hypothesis test results show that the brand image has a significant positive effect on purchase decisions. This explains that Consumers assume that the products from the Body shop brand are quality products and are safe for consumers to use for a long time

The results of this study are supported by Shal<sup>41</sup> al., (2012) research entitled "The Impact of Brands on Consumer Purchase Intentions," which proves that there is a significant favorable influence between the brand image on the purchase decision. This research is also in line with research conducted by Hanjani & Widodo (2019), which states that brand image has a significant positive effect on purchase decisions.

### **The Influence of Purchase Intention on Purchase Decision<sup>27</sup>**

The eighth hypothesis testing results can be stated that the purchase intention has a significant positive effect on the purchase decision. This explains the high consumer interest in buying products from The Body Shop because they get references and recommendations from friends and family to buy products from The Body Shop in Samarinda. For this reason, The Body Shop must maintain a closer relationship with<sup>11</sup> former customers

<sup>61</sup> The results of this study are supported by research by Septifani et al. (2014), which proves that there <sup>21</sup> a significant positive effect between purchase intention on purchase decision and Rahmawati (2018), which proves that there is a significant positive effect between purchase intention on the purchase decision.

### **8 Conclusion and Suggestion Discussion**

Based on the discussion results, it can be concluded that Green marketing has a positive and significant effect on brand image. Increased public awareness of the environment encourages them to become environmentally responsible consumers. This has become one of the opportunities for companies that use marketing strategies on an environmental basis or what we know as green marketing in expanding their market share. However, given the increasing number of competitors using the same marketing strategy, it is recommended that The Body Shop should deepen the ethical values it adopts in promoting The Body Shop products so that teenagers who are customers of these products can better understand these values and understand the benefits when using The Body Shop products even at premium prices to enhance The Body Shop's positive image.

Green marketing has a positive and significant effect on purchase intention. The Body Shop creates products that are by market demand. Companies must keep abreast of market developments to be aware of the interest in buying consumers in Samarinda. The Body Shop provides a means of education for consumers by creating an organization or community of consumers who care about the environment in Samarinda so that consumers switch to consuming environmentally friendly products and protecting the environment. This organization or community is also a means of promotion for The Body Shop.

Corporate social responsibility has no significant effect on brand image. The process of building an image is not easy. One of the triggers that can form images quickly is product quality, fast service, and signage. It is appropriate that the company always makes continuous improvements<sup>18</sup> to the factors that can enhance its image. An active role in promotion is needed in introducing the three pillars of The Body Shop's New Commitment, Enrich Our People, Enrich Our Products, and Enrich Our Planet, which The Body Shop has done. The Body Shop is expected to make regular corporate social responsibility activities in education, hygiene, and health. <sup>33</sup>

Corporate social responsibility has a <sup>62</sup> positive and significant effect on purchase intention. The Body Shop is expected to continue to improve corporate social responsibility in the choice of ingredients or composition of environmentally friendly products such as natural ingredients from plants from around the world because this increases the purchase intention of users in choosing skincare products.

Green marketing has a positive and significant effect on purchasing decisions. Indicators of green marketing are green products, green prices, green places, and green promotions, so products must be designed according to the needs of consumers, developed as well as possible, always keep abreast of developments, and are given superior service to consumers or customers.

Corporate social responsibility does not have a significant effect on purchasing decisions. Based on these findings, it is suggested to the management of The Body Shop in Samarinda to build more profound corporate social responsibility. Corporate social responsibility is solely a form of corporate participation in society. Support is also needed from the government, mass media, companies, and education. It is providing an understanding of corporate social responsibility that has been carried out by The Body Shop with outreach and efforts to be continued.

Brand image has a positive and significant effect on purchasing decisions. Consumers who have bought The Body Shop products in Samarinda assess the image built by the company is already good. The Body Shop products are seen to have the right image and have been able to meet the expectations of consumers, so consumers are satisfied with The Body Shop products.

Purchase intention has a positive and significant effect on purchasing decisions. It is expected that The Body Shop will increase consumer buying interest in various ways to increase consumer purchases. For example, with an attractive counter display and giving more points in individual events.

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