



The Influence Of Green Marketing And Brand Image On Npure Skincare Repeat Purchase In Generation Z

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ABSTRACT

This study investigates the influence of green marketing and brand image on repeat purchase behavior of NPURE skincare products among Generation Z. The research is motivated by the rapid growth of Indonesia's skincare industry and increasing consumer awareness of environmental issues, particularly among Generation Z, who are known for their critical perspective on eco-friendly claims. Using a quantitative approach with an explanatory research design, data were collected from 100 Generation Z consumers of NPURE in Bandar Lampung City through an online questionnaire using a Likert scale. The data were analyzed using multiple linear regression with SPSS. The findings reveal that both green marketing and brand image individually have a positive and significant effect on repeat purchase behavior. Simultaneously, these variables significantly influence repeat purchases, with a coefficient of determination of 70.2%, indicating that they explain most of the variation in repeat purchase behavior. These results suggest that consistent implementation of environmentally friendly marketing strategies and a strong brand image can increase consumers' likelihood of repurchasing. Therefore, companies are recommended to maintain green marketing practices and strengthen their brand image to enhance customer loyalty, especially among Generation Z.

INTRODUCTION

The beauty industry in Indonesia has experienced rapid growth in recent years. Based on the Statista 2024 report, the skincare products market in Indonesia is growing by an average of 8.7% per year, with the largest contribution coming from consumers aged 18–25 years (Prinoya et al., 2022). This growth is not only marked by an increase in the number of products in circulation, but also by a change in consumer orientation towards the value of sustainability and environmental concern (Fadhilah & Berliana, 2022).

These behavioral changes are especially seen in Generation Z, individuals born between 1997 and 2012 who are known to have unique characteristics and a high level of environmental awareness, are critical of brand transparency, and tend to verify company claims through various digital sources (Setiawan et al., 2025). This characteristic encourages skincare companies to adopt green marketing strategies as an effort to attract attention while building an environmentally friendly brand image (Ramadan & Sa'adah, 2025). However, on the other hand, the increasing practice of green marketing that is not carried out consistently and transparently also raises consumer doubts about the authenticity of the eco-friendly claims submitted by brands (Yuniasih et al., 2024).

NPURE is one of the local skincare brands that consistently positions itself as a product made from natural and environmentally friendly ingredients. In the context of increasingly fierce industry competition, the implementation of green marketing is an important strategy for NPURE to build brand image trust and maintain repeat purchases (Athia, 2024). However, the effectiveness of green marketing in encouraging repeat purchases is not always direct, especially in Generation Z who tend to be sensitive to mismatches between claims and company practices (Yuniasih et al., 2024).

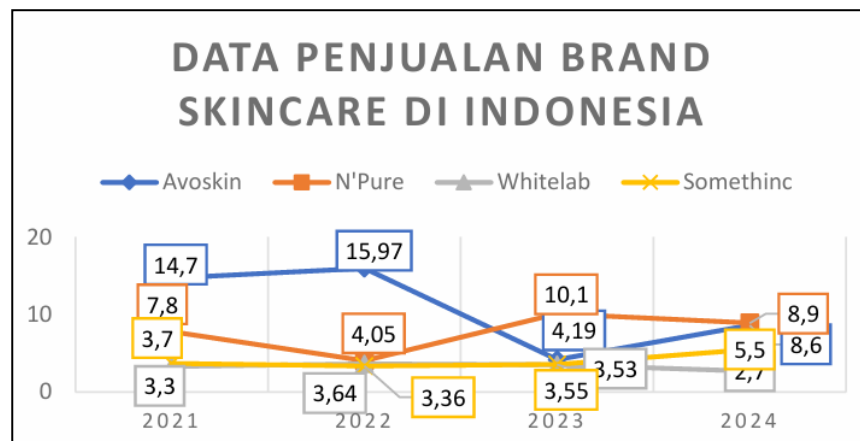
Figure 1 Npure products



Source: <https://www.instagram.com/npureofficial>

Figure 1 shows an example of NPURE skincare products that represent the brand's commitment to the concept of eco-friendliness and product safety. This visualization is used to clarify the object of the research as well as provide a real picture of the product that is the focus of the study. Through the display of the product, it can be seen how NPURE communicates the value of green marketing to consumers, which is further associated with the formation of brand image and repeat purchases, especially in Generation Z.

Compared to brands that focus on technological or chemical innovations, NPURE promotes a natural and environmentally friendly image, making it relevant to studies on green marketing and brand trust. However, green marketing does not necessarily increase repeat purchase behavior. Generation Z who are sensitive to environmental issues are very easy to doubt inconsistent claims, so long-term purchases can be hampered (Kunci et al., 2024).

Figure 2 Npure Sales Chart

Source: <https://compas.co.id/>

Referring to Figure 2, it can be seen that Npure's skincare sales in 2021 were at 7.8%. Entering 2022, the percentage actually decreased by 3.8% to 4.05%. However, this condition did not last long, because in 2023 there was a significant surge, namely an increase of 6.05% to reach 10.1%. Furthermore, in 2024 there will be another decrease of 1.2%. If observed during the period 2021 to 2024, the percentage of Npure's sales shows an upward and downward pattern, although in general the direction tends to increase. Based on the graph above, it is found that skincare npure experiences fluctuating sales data that tends to decrease, this can be due to two factors, one of which is that many do not repeat purchases (Harmawanti & Fernanda, 2025).

Repeat purchase is a consumer behavior that arises after experience using the product, either because of satisfaction or dissatisfaction felt previously (Wijaya & Fadhilah, 2023). When consumers feel that a product is able to meet expectations, they tend to buy back as a form of repeat purchase, which is shown through the habit of making purchases consistently and not easily switching to other brands. However, the decision to buy back does not occur spontaneously, but is influenced by various factors, one of which is the implementation of green marketing (Hasanah & Aziz, 2021). Marketing strategies that emphasize environmental friendliness, material safety, and sustainability can form positive perceptions and strengthen consumer trust, which ultimately has the potential to encourage an increase in repeat purchases (Hasanah & Aziz, 2021).

Green marketing is a strategy focused on promoting environmentally friendly products, encouraging consumers to make repeat purchases (Savitri et al., 2023). This method emphasizes product quality and safety by offering items free from harmful substances like alcohol, parabens, and silicones, which in turn builds customer trust and satisfaction. Moreover, green marketing serves as a promotional tool that demonstrates a company's dedication to environmental sustainability (Janah & Nugroho, 2023). Besides green marketing, brand image is also identified as a key factor influencing repeat purchases (Hasanah & Aziz, 2021).

Brand Image can be understood as an image formed in the consumer's mind about a brand, consisting of certain beliefs, perceptions, and impressions. Brand image is a collection of ideas and beliefs that a person has towards a brand, Brand image is related to consumer trust in the brand (Septiani & Widiyanesti, 2024). Thus, the brand image is not only attached to the name, symbol, or design alone, but is also formed from various information and experiences that consumers receive. This process takes place gradually and produces a relatively lasting impression in the consumer's memory (Ompusunggu, 2024).

Previous studies have shown inconsistent results regarding the relationship between green marketing, brand image, and repeat purchase behavior. Hasanah & Aziz (2021) and Septiani and Widiyanesti (2024) found that green marketing and brand image positively influence repeat purchase. However, (Zahra & Rohman, 2024) reported that brand image does not significantly influence consumer buying interest. Therefore, this study aims to examine the effect of green marketing and brand image on the repeat purchase of NPURE skincare products among Generation Z consumers.

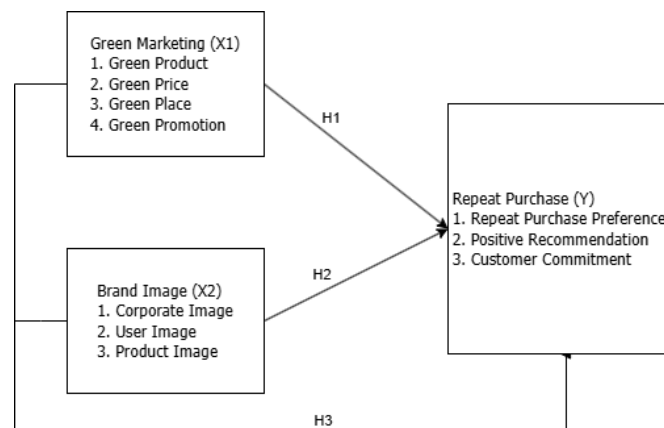
Hypotheses:

H1: Green marketing positively and significantly influences repeat purchase of NPURE skincare products among Generation Z.

H2: Brand image positively and significantly influences repeat purchase of NPURE skincare products among Generation Z.

H3: Green marketing positively and significantly influences the brand image of NPURE skincare products among Generation Z.

Figure 3 Frame of Mind



What is the purpose of the study? Why are you conducting the study? The main section of an article should begin with an introduction that provides more details about the paper's purpose, motivation, research methods, and findings. The introduction should be relatively nontechnical, yet clear enough for an informed reader to understand the manuscript's contribution.

LITERATURE REVIEW

Green Marketing

Research by Hasanah and Aziz (2021) states that green marketing has a positive and significant effect on repeat purchases. Marketing strategies that emphasize environmentally friendly aspects are able to increase consumer trust and comfort in using products so as to encourage repurchases. In addition, research by Savitri et al. (2023) also explains that green marketing can form a positive perception of consumers towards products that have sustainability value and concern for the environment. This shows that the implementation of green marketing is an important factor in increasing consumer loyalty, especially in skincare products.

Brand Image

Septiani & Widiyanesti (2024) found that a positive brand image can encourage repeat purchases by increasing consumer trust, loyalty, and emotional attachment to a brand. In contrast, Zahra & Rohman (2024) reported that brand image does not always significantly

influence purchasing decisions. These findings indicate that the effect of brand image may vary depending on consumer characteristics and product type.

Repeat Purchase

Repeat purchase is a consumer's behavior to make a repurchase of a product after having previous use experience. purchase behavior is influenced by consumers' perceptions of product quality, marketing strategies, and brand image. Consumers who are satisfied and trust a product are more likely to make repeated purchases continuously (Hasanah & Aziz, 2021).

The Effect of Green Marketing on Repeat Purchase Behavior

Green marketing is closely related to repeat purchase behavior as environmentally friendly marketing strategies can create positive consumer perceptions of products. The better the implementation of green marketing, the higher the likelihood of consumers to repurchase the product (Hasanah & Aziz, 2021).

The Influence of Brand Image on Repeat Purchases

A positive brand image can enhance consumer loyalty and encourage repeat purchases, as consumers tend to repurchase products that have a favorable image and strong reputation in their perception (Septiani & Widiyanesti, 2024).

Conceptual Framework

Based on previous studies, green marketing and brand image are identified as factors that influence repeat purchase behavior. Therefore, this study aims to analyze the effect of green marketing and brand image on the repeat purchase of NPURE skincare products among Generation Z consumers in Bandar Lampung City.

METHODS

Research methods are basically a scientific way to obtain data with specific purposes and uses (Sugiyono, 2020). Based on this study, a quantitative approach is used with an explanatory research method. Quantitative research methods can be interpreted as research methods based on the philosophy of positivism, used to research on certain populations or samples, data collection using research instruments, quantitative/statistical data analysis, with the aim of testing the hypotheses that have been established (Sugiyono, 2020). This approach was chosen because the research aims to explain the causal relationship between the free variable, namely green marketing and brand trust, and the bound variable, namely Repeat purchase.

A population refers to the entire group of objects or subjects that possess specific characteristics determined by the researcher for the purpose of investigation and drawing conclusions. In this study, the population consists of all Generation Z consumers who have used or are currently using NPURE skincare products. Since the population in this research is relatively large, the researcher requires a sample to represent it (Sugiyono, 2020).

A sample is a subset of a population that possesses specific characteristics and is considered capable of representing the population under study (Sugiyono, 2020). This research employs a non-probability sampling technique using the purposive sampling method, in which samples are intentionally selected based on predetermined criteria aligned with the research objectives (Sugiyono, 2020). The criteria for the sample in this study include consumers who are at least 17 years old, reside in Bandar Lampung City, and have used or are currently using NPURE skincare products.

Table 1. Identification of Research Variable Measurement

No	Indicator	Definition	Indicator
1	Green Marketing (X1)	Green marketing is operationally defined as a marketing strategy that emphasizes concern for the environment through environmentally friendly products, packaging, pricing, distribution, and promotion to increase positive consumer perception (Hasanah & Aziz, 2021).	a. Green Products b. Green Pricing c. Green Places d. Green Promotion
2	Green Marketing (X2)	Brand image is the consumer's perception, impression, and belief in the Npure skincare brand which is formed through the experience and information received by consumers (Hasanah & Aziz, 2021).	a. Company Image b. Image User Image c. Products
3	Repeat Purchase (Y)	Repeat purchase is the tendency of Generation Z consumers to repurchase Npure skincare products based on previous experience and satisfaction (Hasanah & Aziz, 2021).	a. Repurchase Preferences b. Positive Recommendations c. Customer Commitment

The sample size in this study is determined using the guideline proposed by Hair et al. (2019), which states that the minimum sample size for multivariate analysis is 5–10 times the number of research indicators. Accordingly, the sample size can be calculated using the formula $n = 5-10 \times \text{number of indicators}$. This approach is applied to ensure the accuracy and representativeness of the data in statistical analysis. Based on this calculation, the study involves 100 respondents (Hair et al., 2019).

Data collection in this study was carried out by distributing questionnaires online through Google Form. The questionnaire method was chosen because it is considered to be able to reach a large number of respondents and save time and effort in the data collection process (Sugiyono, 2020). The questionnaire used was compiled on a five-level Likert scale, with a range of answers ranging from "Strongly Disagree" to "Strongly Agree". This scale is used to describe and measure respondents' perception of green marketing, brand image, and repeat purchase variables (Hasanah & Aziz, 2021).

The data collected in this study were analyzed using a quantitative approach with the assistance of SPSS software. The initial stage of the analysis involved testing the research instruments, including validity and reliability tests. The validity test was conducted to evaluate the ability of each statement item to measure the research variables accurately. An item was considered valid when the calculated *r*-value exceeded the *r*-table value at a significance level of 0.05 (Sugiyono, 2020). In addition, a reliability test was performed to assess the consistency of the instrument, where the instrument was regarded as reliable if the Cronbach's Alpha value was greater than 0.70 (Sugiyono, 2020). After the data were confirmed to be valid and reliable, multiple linear regression analysis was applied, as this study involved two independent variables, namely green marketing and brand image, and one dependent variable, namely repeat purchase. This analysis aimed to determine the extent to which each independent variable influenced the dependent variable (Melisa, 2023).

The hypothesis was tested using a t-test to examine the partial effect of each independent variable on the dependent variable. This procedure determines whether each predictor has a statistically significant influence when analyzed individually. An effect is considered significant if the p-value is less than 0.05 or if the calculated t-value exceeds the critical t-table value.

In addition, a simultaneous effect test was conducted using the F-test to determine whether all independent variables collectively influence the dependent variable. The variables are considered to have a joint significant effect when the significance value is less than 0.05 or when the calculated F-value exceeds the F-table value. Furthermore, the coefficient of determination (R^2) was used to assess the proportion of variation in the dependent variable that can be explained by the independent variables in the model. An R^2 value closer to 1 indicated a stronger explanatory power of the independent variables toward the dependent variable. This study also examined respondents' characteristics, including gender, age, education level, and frequency of product usage or purchase, in order to provide a general overview of the respondents who served as the research subjects (Septiani & Widiyanesti, 2024).

RESULTS

In this section, the results of processing and analyzing research data obtained from 100 respondents are presented. The discussion started with the characteristics of the respondents, followed by instrument tests, classical assumption tests, regression analysis, and hypothesis testing.

Respondent Characteristics

The characteristics of the respondents in this study were analyzed to provide an overview of the background of the subject studied. The distribution of frequency and percentage of respondents based on gender, age, occupation, level of expenditure, as well as duration and type of product use is presented in detail in Table 2 below:

Table 2. Respondent Characteristics

Respondent Characteristics	Category	Frequency	Percentage
Gender	Women	77	77%
	Male	23	23%
Age	17–20 Years	24	24%
	21–25 Years	55	55%
	26–29 Years	21	21%
Jobs	Student/Student	57	57%
	Employees	30	30%
	Self-Employed/Self-Employed	11	11%
	Housewives	2	2%
Expenses Per Month	< IDR 1,000,000	30	30%
	IDR 1,000,000 – IDR 3,000,000	40	40%
	IDR 3,000,000 – IDR 5,000,000	24	24%
	> IDR 5.000.000	6	6%
Length of Use	< 3 Months	20	20%

	3–6 Months	35	35%
	6–12 Months	25	25%
	> 1 Year	20	20%
Product Type	Facial Wash	40	40%
	Toner	35	35%
	Serum	38	38%
	Moisturizer	37	37%
	Sunscreen	45	45%

Source: Data processed by researchers, year (2026).

Based on the data in Table 2, it can be concluded that the characteristics of the respondents in this study are dominated by the female group (77%) in the productive age range of 21–25 years (55%) with a background of status as a student or college student (57%). From the economic side, the majority of respondents have a monthly expenditure level of IDR 1,000,000 to IDR 3,000,000 (40%), which correlates with the most dominant duration of product use for 3-6 months (35%). In addition, Sunscreen (45%) and Facial Wash (40%) were the most commonly used product types by respondents, reflecting the study subjects' primary preference for basic skin protection and cleansing products in their skincare routine.

Validity Test

Following the analysis of respondent characteristics, the next stage involves assessing the quality of the research instruments. This assessment ensures that each questionnaire item measures the intended research variables accurately and consistently. Therefore, validity and reliability tests are conducted on the instruments used.

Table 3. Validity Test Results

Item	R count	R table	Description
Green Marketing (X1)			
X1.1	0.723	0,361	Valid
X1.2	0.812	0,361	Valid
X1.3	0.846	0,361	Valid
X1.4	0.843	0,361	Valid
X1.5	0.647	0,361	Valid
X1.6	0.578	0,361	Valid
X1.7	0.719	0,361	Valid
X1.8	0.738	0,361	Valid
X1.9	0.815	0,361	Valid
Brand Image (X2)			
X2.1	0.581	0,361	Valid
X2.2	0.594	0,361	Valid
X2.3	0.782	0,361	Valid
X2.4	0.695	0,361	Valid
X2.5	0.562	0,361	Valid
X2.6	0.822	0,361	Valid
X2.7	0.837	0,361	Valid
X2.8	0.860	0,361	Valid
X2.9	0.822	0,361	Valid
Repeat Purchase (Y)			

Y1.1	0.849	0,361	Valid
Y1.2	0.834	0,361	Valid
Y1.3	0.692	0,361	Valid
Y1.4	0.900	0,361	Valid

Source: Data processed, year (2026)

The results of the validity test indicate that all items measuring Green Marketing (X1), Brand Image (X2), and Repeat Purchase (Y) obtained r-calculated values exceeding the r-table value of 0.361. This shows that all questionnaire items are able to measure the intended variables appropriately. Therefore, all items are considered valid and suitable for use in this study.

Reliability Test

Once the validity testing is done, the next step is to test the reliability of the instrument to ensure the consistency of the measuring instruments used in the study. This test uses Cronbach's Alpha method, with the results of obtaining scores for each variable presented in Table 4 as follows.

Table 4. Reliability Test Results

Variabel	Cronbach's Alpha	Description
Green Marketing (X1)	0.903	Reliabel
Brand Image (X2)	0.886	Reliabel
Repeat Purchase (Y)	0.836	Reliabel

Source: Data processed, year (2026)

The reliability test results show that all variables obtained Cronbach's Alpha values above 0.6, indicating that the research instruments are reliable. This suggests that the instruments have good internal consistency and are appropriate for further analysis.

Multiple Linear Regression Test

After ensuring that the research instruments meet validity and reliability requirements, a multiple linear regression analysis is carried out to assess the effects of Green Marketing and Brand Image on Repeat Purchase. The results of this analysis are presented in the following table.

Table 5. Multiple Linear Regression Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.746	1.251		-.597	.552
	Green Marketing	.165	.046	.301	3.549	.001
	Brand Image	.290	.042	.586	6.899	.000

a. Dependent Variable: Repeat Purchase

Source: Data processed, year (2026)

The regression analysis results indicate that both Green Marketing and Brand Image have significance values below 0.05, specifically 0.001 and 0.000, respectively. In addition, the t-statistics for both variables exceed the t-table value. These findings confirm that both independent variables have a significant effect on Repeat Purchase.

R2 Determination Coefficient Test

The determination coefficient test was carried out to measure how much the regression model was able to explain the variation of dependent variables. This value shows the collective contribution of independent variables to dependent variables, with the results of the model summary presented in Table 5 as follows.

Table 6. Results of the R2 Determination Coefficient Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.838 ^a	.702	.696	1.095
a. Predictors: (Constant), Brand Image, Green Marketing				

Source: Data processed, year (2026)

The value of the determination coefficient or R2 is determined by the adjusted value of R Square. The result of the determination coefficient in this study was known to be 0.702 equal to 70.2%. So Green Marketing (X1) and Brand Image (X2) have an effect on Repeat Purchase by 70.2%. While the others (100% - 70.2% = 29.8%) were influenced by other variables or variables outside of this regression equation.

Simultaneous Test (F Test)

Table 7. Simultaneous Test Results (F Test)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	273.901	2	136.951	114.313	.000
	Residual	116.209	97	1.198		
	Total	390.110	99			
a. Dependent Variable: Repeat Purchase						
b. Predictors: (Constant), Brand Image, Green Marketing						

Source : SPSS 26 data processing results

DISCUSSION

The Effect of Green Marketing on Repeat Purchase

The results of the multiple linear regression analysis show that Green Marketing has a regression coefficient of 0.165, with a calculated t-value of 3.549 exceeding the t-table value of 1.984 and a significance value of 0.001 below 0.05. These findings indicate that Green Marketing has a positive and statistically significant effect on Repeat Purchase. Therefore, the hypothesis is accepted.

The results suggest that the more effectively green marketing strategies are implemented, the greater the likelihood that consumers will engage in repeat purchases. Based on the questionnaire data analysis, the indicator with the highest score in the Green Marketing variable revealed that consumers perceived NPURE products as demonstrating a strong environmental commitment, particularly through the use of natural ingredients and eco-friendly packaging. Meanwhile, the indicator with the lowest score indicated that some consumers still lacked a full understanding of, or had not yet fully experienced, the benefits of the green marketing strategies implemented by the company. These findings are consistent with the issue highlighted in the research background, which emphasized the increasing consumer awareness of environmentally friendly products. As a result, green marketing strategies have become an important factor influencing repurchase decisions. Positive consumer perceptions regarding sustainability aspects encourage greater confidence and comfort in continuing to use the product.

The findings of this study are consistent with the research conducted by (Hasanah and Aziz 2021), which concluded that green marketing has a positive effect on repeat purchase behavior. This indicates that marketing strategies emphasizing environmentally friendly aspects are capable of increasing consumers' intention to repurchase products. Furthermore, (Savitri et al. 2023) explained that the implementation of green marketing strategies can strengthen consumer loyalty toward products perceived as having sustainability value. These findings indicate that green marketing functions not only as a marketing strategy but also as a reflection of a company's commitment to environmental sustainability. This commitment helps strengthen consumer trust, which subsequently contributes to an increase in repeat purchase behavior, particularly among Generation Z skincare consumers (Janah & Nugroho, 2023).

Effect of Brand Image on Repeat Purchase Behavior

The results of the multiple linear regression analysis show that Brand Image has a regression coefficient of 0.290, with a t-value of 6.899 exceeding the t-table value of 1.984 and a significance value of 0.000, which is below 0.05. These findings indicate that Brand Image has a positive and significant effect on Repeat Purchase. In addition, a stronger brand image increases the likelihood of consumers engaging in repeat purchases, particularly for the studied product. Thus, Brand Image is found to have a significant influence on Repeat Purchase.

Based on the questionnaire data analysis, the indicator with the highest score in the Brand Image variable showed that consumers had positive perceptions regarding the quality and reputation of NPURE products. This reflects that a strong brand image is capable of building consumer confidence in the product. The lowest indicator score suggests that some consumers have not yet developed a strong emotional attachment to the brand. This reflects issues identified in the research background, where sales fluctuations may be related to levels of consumer trust and brand perception. Therefore, maintaining a strong brand image is an important factor in encouraging consumers to continue using the product rather than switching to competing brands.

The findings of this study support Hasanah & Aziz (2021), who stated that brand image significantly influences repeat purchase behavior. In the same line, Septiani & Widiyanesti (2024) reported that brand image has a positive impact on repeat purchase, both directly and through consumer perception. Nevertheless, these results are not entirely aligned with Zahra & Rohman (2024), who found no significant effect of brand image on purchasing decisions. This difference can be caused by differences in respondent characteristics, consumer confidence levels, and the type of product being studied. In this study, brand image has been proven to be one of the important factors in increasing repeat purchases on skincare products, especially among Generation Z.

The Effect of Green Marketing and Brand Image on Repeat Purchase Behavior

A simultaneous effect test (F-test) was conducted to examine the combined influence of Green Marketing and Brand Image on Repeat Purchase. The results indicate an F-value of 114.313, which exceeds the F-table value of 3.0901, with a significance level of 0.000 below 0.05. These findings show that Green Marketing and Brand Image together have a significant effect on Repeat Purchase.

The results show that the combination of an eco-friendly marketing strategy and a strong brand image is able to increase consumers' tendency to make repeat purchases. Green Marketing provides added value in terms of environmental concern, while Brand Image strengthens the perception of quality and trust in products. The coefficient of determination (R^2) is 0.702, indicating that Green Marketing and Brand Image collectively account for 70.2% of the variation in Repeat Purchase. The remaining 29.8% is explained by other variables outside the scope of this study. This shows that both variables have a fairly strong contribution in influencing consumer repurchase decisions. This condition is also related to problems in the background,

where fluctuations in sales of NPURE products can be influenced by the unstable level of consumer repurchases.

The findings of this study emphasize the importance of integrating Green Marketing and Brand Image in influencing consumer Repeat Purchase behavior. This is supported by previous studies. Green Marketing and Brand Image have been found to simultaneously influence repeat purchase decisions, indicating that both factors play an important role in shaping consumers' intention to repurchase a product (Hasanah & Aziz, 2021). Similarly, Septiani & Widiyanesti (2024) found that both variables have a significant influence on repurchase behavior. Overall, these findings confirm that environmentally based marketing strategies combined with a strong brand image play an important role in increasing repeat purchases, particularly in skincare products among Generation Z consumers.

CONCLUSION

The results of this study indicate that green marketing and brand trust play an important role in shaping repeat purchase behavior. Green marketing individually has a positive effect on repeat purchases, indicating that more effective implementation of environmentally friendly marketing increases the likelihood of consumers repurchasing. Likewise, brand trust also shows a significant positive impact, highlighting the important role of consumer trust in encouraging repurchase intentions. Furthermore, both variables simultaneously contribute to repeat purchase behavior, as they mutually reinforce consumers' purchasing decisions.

LIMITATION

This study has several limitations that should be acknowledged. In the green marketing variable, some indicators obtained relatively low scores, particularly those related to product ease of use and accessibility of sales locations. Consequently, the findings may not fully capture the overall consumer experience. In addition, in the brand image variable, there are indicators that show lower values, such as consumer perception of product superiority over other brands and the level of product attachment as a skin care need. This shows that NPURE's brand image has not been fully strongly portrayed in this study. Furthermore, in the repeat purchase variable, several indicators such as consumer preference in choosing NPURE products over other brands and willingness to become regular customers also still show relatively low values, so consumer repurchase has not been fully formed optimally. This study is limited by its focus on only green marketing and brand image, without considering other potential influencing factors such as customer satisfaction, product quality, and price. In addition, the relatively limited sample size and its characteristics among NPURE skincare consumers in Bandar Lampung City restrict the generalizability of the findings to broader populations.

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