

# Organic Repurchase Intention: Role of Attitude and Consumer Satisfaction

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## Article History:

Received 06 June 2025

1st Revision 13 June 2025

2nd Revision 21 June 2025

3rd Revision 02 July 2025

Accepted on 18 July 2025

## Abstract

**Purpose:** This research seeks to explore how attitude and satisfaction serve as mediating variables in the relationship between environmental concern and health consciousness with consumers' intention to purchase.

**Research Methodology:** This study employed a quantitative methodology and was carried out in Indonesia. It involved 206 participants who had experience in purchasing and using organic skincare products from local brands, including Sensatia Botanical, Skin Dewi, Avoskin, N'Pure, and Runa Beauty. Data was collected through an online questionnaire and analyzed using Structural Equation Modeling (SEM) with the help of SmartPLS software.

**Results:** The findings indicate that both environmental concern and health consciousness positively and significantly influence attitude and satisfaction. Both psychological factors attitude and satisfaction were found to play a mediating role in the connection between environmental and health awareness and consumers' intentions to repurchase organic skincare products.

**Conclusions:** Environmental concern and health consciousness significantly influence attitudes and satisfaction, which in turn drive repurchase intention for organic skincare products. These findings highlight the importance of value-based marketing focused on health and environmental sustainability to build consumer loyalty.

**Limitations:** The study is limited to respondents aged 17–44 years and predominantly from the Kalimantan region. It did not take into account other variables such as green trust or perceived behavioral control.

**Contribution:** This study contributes to the organic skincare industry, marketers, and academics in understanding the importance of building consumer attitude and satisfaction based on environmental and health values.

**Keywords:** *Attitude, Environmental Concern, Health Consciousness, Repurchase intention, Satisfaction.*

**How to Cite:** Pardede, K. E. N., Heriyadi, H., Daud, I., Juniwati, J., Pebrianti, W. (2026). Organic Repurchase Intention: Role of Attitude and Consumer Satisfaction. *Studi Ilmu Manajemen dan Organisasi*, 6(4), 49-65.

## 1. Introduction

In recent years, the consumption of sustainable products has experienced rapid global growth and has begun to penetrate various sectors, such as food, energy, and the rapidly growing cosmetics (Kumar, Dhir, Talwar, Chakraborty, & Kaur, 2021; Marcon, Ribeiro, Dangelico, de Medeiros, & Marcon, 2022; Testa, Vella, Rizzo, Schifani, & Migliore, 2024). Environmentally friendly cosmetics include various products, ranging from hair styling gels, mousses, perfumes, and facial makeup to personal care products (Liobikienė & Bernatoniene, 2017). Environmentally friendly cosmetics are products made from natural ingredients and are free from synthetic dyes, additives, or other artificial chemicals. In

recent years, consumer interest in these products has increased (Kumar, Talwar, Krishnan, Kaur, & Dhir, 2021).

In line with this trend, the global environmentally friendly cosmetics industry recorded revenue of US\$ 14.83 billion in 2025 and is projected to experience an annual growth rate of 5.75% (Statista, GACR 2025–2030). Statista in 2025, China dominates the market share with a total revenue of US\$ 3bn, followed by the United States (US\$ 2bn), Europe (US\$ 2.1bn), Indonesia (US\$ 270.22 million), and India (US\$ 83.65 million). Despite substantial expansion in the organic skincare industry, it comprises only approximately 15% of the global cosmetics market. Research suggests that the relatively high cost and doubts surrounding the authenticity of natural ingredients are key factors shaping consumers' purchasing decisions regarding organic cosmetics (Kahraman & Kazançoğlu, 2019; Siddiqui, Chakraborty, & Siddiqui, 2023).

In this context, organic cosmetics are still generally interpreted in a broad sense. Liobikienė and Bernatienė (2017) highlighted that the type of product plays a crucial role in shaping consumer behavior. According to them, consumers' perception and response to eco-friendly cosmetics can vary significantly based on the specific product category. Hence, examining cosmetics without differentiating between types may overlook key variations in consumer buying intention. Researchers have suggested that various factors can either support or hinder consumers' willingness to purchase green cosmetics, depending on the product type. This study focuses specifically on organic skincare as a distinct category of skincare products.

This research will be conducted entirely in Indonesia, a decision made by the researcher considering the growth of demand for skincare products of 4.55% (CAGR 2025–2030) with a population of 283.49 million, 1,340 ethnic groups, and 715 regional languages, which will further enrich this research (Statista) (Data Boks). The research was conducted on organic skincare brands commonly used in Indonesia that have a brand image perceived as organic products and are supported by the composition of organic ingredients used, such as the use of aloe vera extract, vegetable oil from avocado, and others. These brands have also been proven by the total sales and revenue they received. The brands are Sensatia Botanical with total sales of 113,717 units and total revenue of IDR 16,733,753,200, Skin Dewi with total sales of 13,777 units and total revenue of IDR 5,666,892,825, N'Pure with total sales of 1,972,877 units and total revenue of IDR 119,543,892,450, Avoskin with total sales of 746,378 units and total revenue of IDR 113,116,925,000, Runa Beauty with total sales of 14,432 units and total revenue of IDR 1,571,508,000 (Data Pinter).

Researchers have sought to determine the factors influencing consumers' choice of organic skincare products. Kumar, Dhir, et al. (2021) identified Environmental Concern and Health Consciousness as key drivers of consumers' intention to purchase organic skincare products. Testa et al. (2024) and Shimul, Cheah, and Khan (2022) emphasized that a positive attitude toward eco-friendly products strongly shapes consumers' willingness to buy them. However, when purchasing cosmetic products, consumers have expectations and hopes for their skin when using organic skincare products (Subedi, 2024). Therefore, satisfaction is considered to determine how satisfied consumers are when using organic cosmetics and how that satisfaction drives Repurchase Intention. Hence, this study aims to explore how Attitude and Satisfaction mediate the relationship between Environmental Concern and Health Consciousness and the Repurchase Intention of Organic Skincare products in Indonesia.

## **2. Literature Review**

### **2.1 Attitude**

Attitude is a psychological concept that illustrates how a person perceives, feels, and reacts to a specific object, individual, topic or event (Arvelo-Rodríguez, Marrero-González, & García-Hernández, 2025; Gün & Bulut, 2023). Attitude consists of three main components: cognitive (individual beliefs and thoughts), affective (emotional reactions to those beliefs), and behavioral (how beliefs and emotions influence actions) (Arvelo-Rodríguez et al., 2025; Gün & Bulut, 2023). Fishbein and Ajzen defined attitude as "a person's feelings toward and evaluation of an object, person, issue, or event" (Wu et al., 2023). Attitudes are also bipolar, which can be categorized as positive or negative, making them easier

to analyze (Arvelo-Rodríguez et al., 2025). Research shows that attitude plays an important role in predicting behavior, including decision-making in the field of health and consumer behavior (Gün & Bulut, 2023; Osueke, Udeze, Ogundoyin, Eze, & Oyekola, 2025). By understanding attitude as a complex construct that includes cognitive, emotional, and behavioral dimensions, research can gain deeper insights into individual decision-making processes in diverse contexts. In this study, the indicators used to measure attitude were the perception of the importance of maintaining QoL through personal actions and positive or negative assessments (Bahamdan & Almanasef, 2024).

## **2.2 Satisfaction**

Customer satisfaction is an emotional response that arises after comparing the performance of a product or service with customer expectations, resulting in feelings of happiness or disappointment when the performance meets or exceeds, or fails to meet, those expectations (Asikin & NurShyfa, 2023; Djunaid, 2023; Husnah, Sari, & Kenamon, 2024; Putri, Roedjinandari, & Risfandini, 2023; Robianty & Prasetyo, 2024; Sulistyawati, Setyadi, & Nawir, 2022). adds that customer satisfaction reflects an emotional response that indicates fulfillment or dissatisfaction with a product or service. This indicates that satisfaction is subjective and influenced by the individual's experience. Asawawibul et al. (2025) explains that customer satisfaction is a retrospective evaluation that occurs after a purchase and reflects a reflective judgment based on the consumer's experience.

## **2.3 Environmental Concern**

Environmental Concern is defined as the awareness and evaluative attitude of individuals or groups toward environmental issues and ecosystem degradation (Garg, Ahmad, Madsen, & Sohail, 2023; Tekin & Çoknaz, 2022). This concept reflects cognitive and emotional responses, including concerns about environmental conditions and their impact on them (Chairy & Alam, 2019). Environmental Concern is often manifested in various attitudes toward climate change, biodiversity loss, pollution, and exploitation of natural resources (Tekin & Çoknaz, 2022). Research shows that individuals with high Environmental Concern tend to support environmentally friendly policies, participate in conservation, and choose sustainable products Brick et al. (2024); Trong Nguyen et al. (2023), the level of concern varies based on demographic factors, education, and social norms Mehrez, Hamid, Medabesh, and Nesreen (2020) is influenced by socio-economic status and political orientation (Garg et al., 2023; Montfort, Fesenfeld, Stadelmann-Steffen, & Ingold, 2023). Thus, Environmental Concern is a multidimensional construct that shapes individual behavior and public policy to address environmental challenges.

## **2.4 Health Consciousness**

Health consciousness is a vital concept that reflects the extent to which individuals pay attention to their well-being and actively engage in seeking health-related information and adopting behaviors that support physical and mental wellness. Wulansari, Bangsawan, and Pandjaitan (2024) defined health consciousness as the degree to which individuals are aware of their health needs and take proactive steps to maintain their health. This includes awareness of lifestyle choices, understanding the implications of daily behaviors on health, and pursuing practices that ensure long-term well-being. Several studies have established that individuals with a high level of health consciousness are more likely to engage in healthy lifestyle practices, such as maintaining a balanced diet, exercising regularly, and taking preventive health measures (Harris et al., 2020; Marsall, Engelmann, Skoda, Teufel, & Baeuerle, 2021; Xue et al., 2020).

Xue et al. (2020) emphasized that health consciousness plays a central role in motivating individuals to adopt positive health behaviors, including increased interest in information seeking and health management. Marsall et al. (2021) further affirmed that health consciousness is positively associated with the consistency and intensity of individuals' commitment to maintaining healthy habits. These findings highlight that health consciousness is not merely a passive understanding but rather a psychological driver of actionable health behavior. Demographic factors and personal health experiences are also known to influence health consciousness. Hao and Chenyue (2021) noted that variables such as age, gender, education, and previous health experiences affect individuals' perceptions and responses to health-related issues.

Harris et al. (2020) found that socio-demographic characteristics significantly shape health-related decisions. This study underscores the proactive dimensions of health consciousness, which encourage individuals to implement healthy behaviors systematically. Wulansari et al. (2024) also pointed out that this proactive orientation is crucial in ensuring sustained health-promoting actions. Understanding health consciousness is essential for developing public health programs that aim to enhance population health outcomes. By increasing health awareness, such programs can more effectively involve individuals in their health management. Consequently, health consciousness emerges as a key factor in shaping individual health choices and supporting broader health promotion initiatives. In this study, the indicators used to measure Health Consciousness are: the importance of health to the individual within the overall priorities of life and the degree of concern for health risks and potential illness (Bahamdan & Almanasef, 2024).

### ***2.5 Repurchase Intention***

Repurchase intention is an important concept in consumer behavior that refers to the likelihood that customers will purchase a product again after a previous purchase. This intention is influenced by several factors, including customer satisfaction, perceived value, brand loyalty, and overall experience with the product or service. In the context of environmentally friendly products, repurchase intention reflects consumer awareness of continuing to choose green products because of their positive qualities and beneficial impact on the environment (Mauliawan & Nurcaya, 2021). This desire is also influenced by consumers' perception of the product's value and their level of trust in the brand or service (Lam, Lau, & Cheung, 2016). In addition, the level of perceived risk by consumers toward a product or service also becomes a factor that affects the decision to repurchase. S. K. Yadav, Khandelwal, and Tripathi (2017) explained that trust plays an important role in shaping consumer behavior, ultimately driving consumers to make repeat purchases.

### ***2.6 Environmental Concern Influence Attitude***

Environmental concern is the extent to which individuals feel concerned about environmental issues, and it plays an important role in shaping attitudes toward organic skincare products (Ali, Khalil, Jahan, Hossain, & Samanta, 2022). According to Ghazali, Soon, Mutum, and Nguyen (2017), consumers with greater environmental awareness generally have favorable attitudes toward products marketed as natural or eco-friendly products. This trend is driven by a growing consciousness about sustainability and the preference for products that minimize environmental harm (Ali et al., 2022). Hence, the following can be inferred:

H1. There is a positive correlation between environmental concern and consumers' attitudes toward organic skincare products.

### ***2.7 Environmental Concern Influence Satisfaction***

Environmental concerns strongly influence consumer satisfaction with organic skincare, reinforcing the relationship between awareness of environmentally friendly practices and consumer attitudes. Evidence shows that consumers who prioritize environmental aspects in their purchasing decisions tend to experience higher levels of satisfaction with green products, including cosmetics. This satisfaction stems not only from the functional benefits of the product but also from ethical, moral, and perceived ethical correctness (Huy, 2021; Prud'homme & Raymond, 2016). The relationship between consumer satisfaction and repurchase intention is strengthened by perceived eco-friendly value. Research shows that when consumers perceive high value in environmentally friendly products, their satisfaction increases, which in turn enhances their intention to repurchase (Lam et al., 2016). Satisfaction arises from both the functional quality of eco-friendly products and their alignment with consumers' environmental values. This relationship is echoed in studies showing that perceived value and consumer trust significantly influence the intention to repurchase eco-friendly products (Putra, Wirga, Sanjaya, Pasek, & Sukarta, 2022). Thus, we conclude that

H2. Environmental concerns positively impact consumer satisfaction with organic skincare products.

### ***2.8 Health Consciousness Influence Attitude***

Health consciousness reflects how well individuals recognize and understand their health status (Kumar, Dhir, et al., 2021). Various studies have found that individuals with a strong focus on health

tend to view environmentally friendly products more positively, believing them to be healthier than traditional alternatives (Ali et al., 2022; Ghazali et al., 2017; Nguyen, Nguyen, & Vo, 2019). Consequently, the following can be inferred:

H3. Health consciousness was positively correlated with individuals' attitudes toward organic skincare products.

### ***2.9 Health Consciousness Influence Satisfaction***

The interaction between health consciousness and environmental concern also strengthens consumer satisfaction. Kosnin, Hilmi, Norizan, Chandramoorthy, and Abidin (2024) found that young female consumers driven by these two aspects showed higher purchase intentions for natural beauty products, which ultimately increased their satisfaction with their purchase decisions. The combination of attention to personal health and environmental responsibility creates a more meaningful shopping experience, as consumers feel that their choices provide dual benefits for themselves and for the preservation of the earth. This suggests that

H4. Health consciousness is positively associated with consumer satisfaction with organic skincare products.

### ***2.10 Attitude as mediate Environmental Concern toward Repurchase Intention***

Consumer attitudes play a crucial mediating role in the relationship between environmental concern and repurchase intention for organic skincare products. Environmental concern, as defined by Ruslim, Kartika, and Hapsari (2022), refers to the extent of an individual's awareness and care for environmental issues. Individuals with high levels of environmental concern are more selective in choosing environmentally friendly products and pay close attention to both the ingredients and production processes. Organic skincare products are known to be environmentally friendly as they are free from harmful chemicals, biodegradable, and not tested on animals (Zollo, Carranza, Faraoni, Díaz, & Martín-Consuegra, 2021). Various studies have shown that consumers who are environmentally conscious are more receptive to organic products and tend to exhibit a higher likelihood of repurchasing them (Najm, Salih, Fazry, Law, & Azfaralariff, 2023; Tekin & Çoknaz, 2022).

Najm et al. (2023) emphasized that consumer attitudes toward organic products mediate the relationship between environmental concerns and repurchase intentions. This suggests that environmental concerns can foster favorable attitudes toward organic products, which in turn drives repeat purchases. These findings are supported by Argyanti and Destrity (2023), who argued that high environmental awareness significantly influences consumer behavior toward green and natural skincare products. Based on this body of literature, we can conclude that:

H5. Attitude mediates the relationship between Environmental Concern and Repurchase Intention.

### ***2.11 Attitude as mediate Health Consciousness toward Repurchase Intention***

Health consciousness is a key factor in understanding consumer behavior, especially regarding purchasing decisions for organic and eco-friendly personal care products. Health consciousness refers to the level of awareness and behavioral tendencies of individuals in adopting a healthy lifestyle, including concerns about product safety and the composition of its ingredients. Consumers with high health consciousness are more selective in choosing products, particularly organic skincare items, which they consider safe and more natural (Thanki, Shah, Oza, Vizureanu, & Burduhos-Nergis, 2022; Wulansari et al., 2024). Previous studies have demonstrated that health consciousness influences not only initial purchasing decisions but also the intention to repurchase products.

This is due to the fact that health-conscious consumers tend to develop favorable attitudes toward products that align with their health values—products made with natural ingredients and free from harmful chemicals. These attitudes act as mediating factors that strengthen the relationship between health consciousness and repurchase intentions (Thanki et al., 2022). A positive attitude toward such products plays a vital role in fostering consumer loyalty to organic skincare products. When consumers perceive a product as beneficial to their health and consistent with their wellness-oriented lifestyle, they are more likely to continue purchasing it.

Thanki et al. (2022) and Wulansari et al. (2024), affirmed that consumers with higher health consciousness exhibit stronger repurchase intentions, facilitated by favorable attitudes toward the products. In conclusion, health consciousness significantly influences consumer attitudes, which, in turn, positively mediates the relationship between health consciousness and repurchase intention. The higher an individual's health consciousness, the more favorable their attitude toward health-supporting products, thereby increasing the likelihood of repurchasing.

### ***2.12 Satisfaction as mediate Environmental Concern toward Repurchase Intention***

Consumer satisfaction serves as a crucial mediator linking environmental concerns and the intention to repurchase green products, particularly in the realm of organic skincare. Numerous studies have revealed that higher levels of environmental awareness among consumers increase the likelihood of satisfaction after using eco-friendly products, which in turn fuels their repurchase intentions. Lam et al. (2016) highlighted that the perceived value of green products and consumer satisfaction significantly mediate the impact of environmental concern on repurchase intention.

Environmentally conscious consumers tend to perceive green products as more valuable, leading to greater satisfaction. However, Özdemir and Özdemir (2022) indicate that although there is a positive correlation between environmental concern and satisfaction, the effect is not statistically significant. Conversely, Ma'rifatun (2020) demonstrated that consumer satisfaction positively influences repurchase intentions. These results reinforce the idea that consumer satisfaction plays a vital role in converting environmental concerns into actual loyalty behavior toward green products. Therefore, we can conclude that:

H7. Satisfaction mediates the relationship between Environmental Concern and Repurchase Intention.

### ***2.13 Satisfaction as mediate Health Consciousness toward Repurchase Intention***

The role of satisfaction as a mediator between health consciousness and green product repurchase intention is key to understanding consumer behavior, especially in the organic skincare industry. Along with increasing consumer awareness of the effects of skincare ingredients on health and the environment, satisfaction with the products used becomes a primary determinant in the decision to repurchase. Lius and Salim (2024) show that health consciousness influences purchase intention through consumer attitude, which impacts satisfaction with green products. Consumers who pay attention to their health tend to feel more satisfied when using products that align with their health values.

Lam et al. (2016) also emphasized that consumer satisfaction serves as an important link between perceived value, health consciousness, and repurchase intention, where the health benefits perceived from green products increase satisfaction while strengthening loyalty. Similar findings were reported by Wang, Xu, Zhang, Sun, and Wu (2023), who noted that positive experiences with green products reinforced consumers' desires to repurchase. However, research by Amalia (2022) shows that the effect of health consciousness on satisfaction is positive but not significant, while Ma'rifatun (2020) confirm that satisfaction still has a significant impact on repurchase intention. Thus, although the direct effect of health consciousness on satisfaction may vary, the role of satisfaction as a link to loyalty remains undeniable.

H8. Satisfaction mediates the relationship between Health Consciousness and Repurchase Intention.

## **3. Methodology**

This study employs a survey method combined with a quantitative strategy to examine the cause-and-effect relationships among the variables under investigation. The sampling technique employed was non-probability sampling in the form of purposive sampling. The population in this study consists of Indonesian citizens, both male and female, who have purchased and used organic skincare products such as Sensatia Botanical, Skin Dewi, N'Pure, Avoskin, and Runa Beauty. The respondents selected as samples were aged between 17 and 44 years, tended to maintain and pay attention to their health, and cared about environmental sustainability. The sample size used in this study was 206 respondents, with data collected through the distribution of questionnaires. The measurement scale used in this study was a 5-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).

The measurement and structural models were examined using Structural Equation Modeling (SEM) facilitated by SmartPLS software. The data analysis process consisted of three primary phases: assessing validity and reliability, evaluating convergent and discriminant validity (through Factor Loading and Cross Loading), and checking Construct Reliability and R Square values. The benchmarks for evaluation included Factor Loading scores of 0.70 or higher and Average Variance Extracted (AVE) values of at least 0.50. Additionally, Cronbach's Alpha and Composite Reliability coefficients should reach or exceed 0.70. Once the measurement model fulfilled these criteria, SEM was further applied to calculate the t-values, where a t-value equal to or greater than 1.96 indicated significance at the 0.05 alpha level. To investigate the mediation effects among variables, the Specific Indirect Effect test was used (Grace, Purmono, Afifah, & Setiawan, 2024).

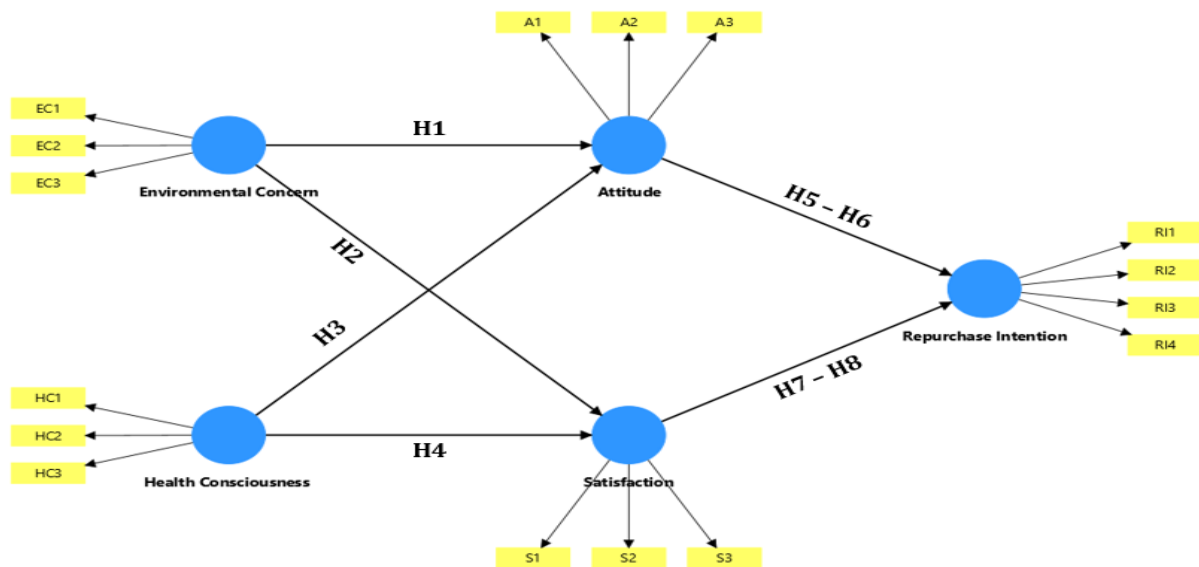


Figure 1. Conceptual Framework (Model SEM outer loading, output smartPLS)

## 4. Results and discussion

### 4.1 Respondent Characteristic

Attributes	Option	Frequency	Percentage
Gender	Men	66	32%
	Women	140	68%
<b>Sum</b>		<b>206</b>	<b>100%</b>
Ege	17 – 19	25	12.1%
	20 – 25	114	69.9%
	26 – 30	18	8.7%
	31 – 35	12	5.8%
	36 – 40	5	2.4%
	41 – 44	2	1%
<b>Sum</b>		<b>206</b>	<b>100%</b>
Profession	Pelajar	15	7.3%
	Mahasiswa	101	49%
	Wirausaha	12	5.8%
	Karyawan Swasta	58	28.2
	PNS	1	0.5%
	TNI / Polri	1	0.5%
	BUMN	1	0.5%
	Freelancer	17	8.3
<b>Sum</b>		<b>206</b>	<b>100%</b>
Brand Skincare yang digunakan	Sensatia Botanical	50	

	Skin Dewi	14	
	N'Pure	136	
	Avoskin	79	
	Runa Beauty	17	
<b>Sum</b>		<b>246</b>	
Length of time using the Brand	< 1 Month	41	19.9%
	1 – 3 Month	67	32.5%
	3 – 6 Month	30	14.6%
	6 Month – 1 year	33	16%
	>1 Year	35	17%
<b>Sum</b>		<b>206</b>	<b>100%</b>

Source: Data processed 2025

Based on the data collected through the distribution of online questionnaires, 206 respondents participated in this study. The demographic profile revealed that the majority of respondents fell within the age range of 20 to 25 years, comprising 114 individuals or 69.9% of the total sample. In terms of gender distribution, female respondents dominated, with 140 individuals (68%), while male respondents accounted for 66 individuals (32%). Regarding occupational status, the largest group consisted of university students ( $n = 101$ , 49%). This was followed by private sector employees (58 individuals, 28.2%) and freelancers (17 individuals, 8.3%). Other occupational categories, such as entrepreneurs (5.8%), civil servants, military/police personnel, and state-owned enterprise employees, were represented in smaller proportions (each at 0.5%). In relation to skincare brand usage, the majority of respondents reported using the brand N'Pure (136 responses), followed by Avoskin (79), Sensatia Botanical (50), Runa Beauty (17), and Skin Dewi (14). The total number of responses for skincare brand usage was 246, indicating that several respondents used more than one brand. With respect to the duration of brand usage, most respondents indicated having used their current skincare brand for a period of 1–3 months (67 individuals or 32.5%). This was followed by respondents who had used the brand for more than one year (35 individuals or 17%), 6 months to 1 year (33 individuals or 16%), and 3 to 6 months (30 individuals or 14.6%). A smaller proportion of respondents (41 individuals or 19.9%) reported using it for less than one month.

#### 4.2 Data Analysis

This study applies the PLS-SEM technique, which comprises two core elements: the measurement model (also referred to as the outer model) and the structural model (also known as the inner model) (Gallagher, Raimondo, & Caracciolo, 2022; Tuncer, 2021). To assess the measurement model's validity and reliability, several criteria were used, including indicator reliability (via factor loading values), internal consistency (measured using Cronbach's alpha and composite reliability), convergent validity (through average variance extracted), and discriminant validity (based on the Fornell-Larcker criterion). Once the measurement model was confirmed to be valid and reliable, the structural model was examined by analyzing the path coefficients to evaluate the proposed hypotheses (Grace et al., 2024; Hair, Risher, Sarstedt, & Ringle, 2019).

#### 4.3 Measurement Model

The table below shows the measurement model results used in this study employing the Partial Least Squares Structural Equation Modeling (PLS-SEM) method. This analysis aimed to test the validity and reliability of the constructs used in the research model. Each measured construct is accompanied by relevant indicators expressed in the form of loading factors, Cronbach's Alpha, Composite Reliability, and Average Variance Extracted (AVE).

##### 4.3.1 Convergent Validity

To ensure that the indicators used truly reflect the constructs being measured, convergent validity testing must be conducted.



Table 1. Validity Test Result

Construct	Items	Loading Factor	AVE
<b>Environmental Concern</b>	When I am faced with two similar products, I tend to buy the product that is not harmful to the environment.	0.845	0.718
	I avoid buying products that can harm the environment.	0.857	
	For the sake of environmental sustainability, I am willing to switch to more environmentally friendly products.	0.840	
<b>Health Consciousness</b>	I am very concerned about my health and try to take good care of it.	0.842	0.716
	I often think about the impact of the products I use on my health.	0.867	
	I carefully choose the products I buy to ensure they are safe for my health.	0.828	
<b>Attitude</b>	I feel that organic products are a smart choice.	0.851	0.749
	I feel that organic products are a good idea.	0.872	
	I feel that organic products are an interesting idea.	0.873	
<b>Satisfaction</b>	Organic products meet my expectations.	0.793	0.728
	I feel satisfied with my decision.	0.881	
	I feel happy with my choice.	0.883	
<b>Repurchase Intention</b>	I will purchase organic products again in the near future.	0.807	0.706
	If I make a repeat purchase, I will prioritize organic products.	0.845	
	I will recommend organic products.	0.883	
	I will look for the latest developments regarding organic products.	0.825	

Source: Data processed 2025

The data processing results using SmartPLS, shown in Table 1, indicate that all items for each variable are declared convergently valid, as they have outer loading values > 0.70 and AVE > 0.50. Therefore, it can be concluded that all these items are valid, in accordance (Hair et al., 2019).

#### 4.3.2 Discriminant Validity

Discriminant validity refers to the degree to which different constructs within a measurement model are truly distinct from one another. In this study, two primary methods were applied to assess discriminant validity: the cross-loadings technique and the Fornell-Larcker criterion. The cross-loading method checks whether each indicator has a stronger association with its own construct than with any other construct. On the other hand, the Fornell-Larcker criterion involves evaluating whether the square root of each construct's Average Variance Extracted (AVE) is higher than its correlations with other constructs. Discriminant validity is deemed acceptable when the square root of the AVE exceeds the values of the inter-construct correlations. These two methods were applied to confirm that each construct in the model effectively measures a unique concept and that there is no significant overlap between constructs.

##### 4.3.2.1 Cross loading

One approach to evaluating discriminant validity is through the analysis of cross-loading values, which compares how strongly each indicator correlates with its designated construct compared to other constructs. The table below displays the outcomes of this cross-loading assessment.

Table 2. Cross Loading Test Result

	Attitude	Environmental Concern	Health Consciousness	Repurchase Intention	Satisfaction
A1	0.851	0.389	0.346	0.490	0.588

A2	0.872	0.479	0.428	0.520	0.543
A3	0.873	0.438	0.478	0.497	0.643
EC1	0.377	0.845	0.480	0.394	0.429
EC2	0.381	0.857	0.514	0.375	0.469
EC3	0.510	0.840	0.550	0.445	0.468
HC1	0.425	0.568	0.842	0.411	0.420
HC2	0.385	0.468	0.867	0.333	0.441
HC3	0.420	0.512	0.828	0.416	0.419
RI1	0.486	0.448	0.385	0.807	0.526
RI2	0.454	0.421	0.306	0.845	0.522
RI3	0.495	0.380	0.371	0.883	0.578
RI4	0.515	0.368	0.469	0.825	0.564
S1	0.573	0.443	0.352	0.486	0.793
S2	0.586	0.440	0.425	0.597	0.881
S3	0.592	0.496	0.503	0.581	0.883

Source: Data processed 2025

The cross-loading analysis revealed that each indicator demonstrated a stronger loading on its respective construct than on any other construct, indicating that the indicators effectively captured the constructs they were intended to measure. Furthermore, the absence of substantial loadings on non-corresponding constructs supports the presence of strong discriminant validity in the measurement model.

#### 4.3.2.2 Fornell-Larcker

Next, the Fornell-Larcker criterion was used to further assess discriminant validity. According to this criterion, the square root of the Average Variance Extracted (AVE) for each construct must exceed the correlation values between that construct and all other constructs within the model. The table below shows the comparative results based on the Fornell-Larcker criterion:

Table 3. Fornell-Larcker Test Result

	<b>Attitude</b>	<b>Environmental Concern</b>	<b>Health Consciousness</b>	<b>Repurchase Intention</b>	<b>Satisfaction</b>
Attitude	0.865				
Environmental Concern	0.505	0.848			
Health Consciousness	0.485	0.611	0.846		
Repurchase Intention	0.581	0.480	0.457	0.840	
Satisfaction	0.683	0.539	0.504	0.653	0.853

Source: Data processed 2025

Discriminant validity was evaluated using the Fornell-Larcker criterion. The findings show that the square root of the AVE for each construct—Attitude (0.865), Environmental Concern (0.848), Health Consciousness (0.846), Repurchase Intention (0.840), and Satisfaction (0.853)—exceeds their correlations with other constructs. This confirms that all constructs satisfy the discriminant validity criteria, demonstrating that they are clearly distinct and conceptually independent from one another.

#### 4.3.3 Construct Reliability

Construct reliability testing aims to determine the extent to which a construct can reliably measure what it is intended to. The reliability assessment was conducted by examining the values of Composite

Reliability (CR) and Cronbach's alpha. Both values reflect the internal consistency of the indicators for each construct. The results of the construct reliability test are as follows:

Table 4. Construct Reliability Test Result

	<b>Cronbach's alpha</b>	<b>Composite reliability</b>
Attitude	0.833	0.899
Environmental Concern	0.805	0.884
Health Consciousness	0.801	0.883
Repurchase Intention	0.861	0.906
Satisfaction	0.812	0.889

Source: Data processed 2025

The results of the reliability test indicate that all constructs have Cronbach's alpha values ranging from 0.801 to 0.861 and Composite Reliability values ranging from 0.884 to 0.906, exceeding the threshold of 0.70. These values suggest that each construct in the model exhibited good internal consistency, confirming that the constructs were reliable in measuring their respective variables.

#### 4.3.4 R square

To assess the predictive power of the model on the endogenous constructs, the R-squared ( $R^2$ ) values are used. The  $R^2$  value indicates the extent to which the variability of an endogenous construct can be explained by the exogenous constructs in the model. The following are the R-squared values for each endogenous construct in this study:

Table 5. R Square Test Result

	<b>R-square</b>	<b>R-square adjusted</b>
Attitude	0.305	0.298
Repurchase Intention	0.460	0.455
Satisfaction	0.339	0.333

Source: Data processed 2025

Based on the R-squared values presented above, it can be concluded that 30.5% of the variance in attitude is explained by the independent variables included in the model, while the remaining 69.5% is influenced by other factors outside of the model. Attitude and satisfaction explain 46% of the variance in Repurchase Intention, while the remaining 54% is attributed to other variables not included in this model. A total of 33.9% of the variance in satisfaction was explained by variables such as Health Consciousness and Environmental Concern, while the rest was influenced by other external factors.

#### 3.3.5 Hypothesis test result

Hypothesis testing was conducted to examine the influence of the constructs within the structural model. The testing was carried out by evaluating the T-Statistic and P-Value. To determine the significance of the effect of an independent variable on a dependent variable, the criterion used was T-statistic  $\geq$  critical t-value (1.96) at  $\alpha = 0.05$ . A hypothesis was considered significant if the p-value was less than 0.05. The following are the results of the hypothesis testing.

Table 6. Hypothesis Test Result

	<b>Original sample (O)</b>	<b>Sample mean (M)</b>	<b>Standard deviation (STDEV)</b>	<b>T statistics ((O/STDEV))</b>	<b>P values</b>	<b>Description</b>
Environmental Concern > Attitude	0.333	0.330	0.077	4.319	0.000	Accepted
Environmental Concern > Satisfaction	0.368	0.369	0.086	4.268	0.000	Accepted

Health Consciousness > Attitude	0.282	0.278	0.095	2.974	0.003	Accepted
Health Consciousness > Satisfaction	0.280	0.274	0.090	3.089	0.002	Accepted
Environmental Concern > Attitude > Repurchase Intention	0.084	0.084	0.034	2.487	0.013	Accepted
Environmental Concern > Satisfaction > Repurchase Intention	0.177	0.179	0.052	3.386	0.001	Accepted
Health Consciousness -> Attitude > Repurchase Intention	0.071	0.071	0.036	2.011	0.044	Accepted
Health Consciousness > Satisfaction > Repurchase Intention	0.134	0.134	0.054	2.504	0.012	Accepted

Source: Data processed 2025

The hypothesis testing results indicate that all proposed hypotheses are supported, as they meet the criteria for statistical significance. Environmental Concern was found to have a positive and significant effect on attitude (T-statistic = 4.319 > 1.96, p-value = 0.000 < 0.05, original sample = 0.333) and satisfaction (T-statistic = 4.268 > 1.96, p-value = 0.000 < 0.05, original sample = 0.368). Similarly, Health Consciousness positively and significantly influenced attitude (T-statistic = 2.974 > 1.96, p-value = 0.003 < 0.05, original sample = 0.282) and satisfaction (T-statistic = 3.089 > 1.96, p-value = 0.002 < 0.05, original sample = 0.280). Furthermore, Environmental Concern positively affected Repurchase Intention through the mediation of Attitude (T-Statistic = 2.487 > 1.96, P-Value = 0.013 < 0.05, original sample = 0.084) and Satisfaction (T-Statistic = 3.386 > 1.96, P-Value = 0.001 < 0.05, original sample = 0.177). Likewise, Health Consciousness showed a positive effect on Repurchase Intention mediated by attitude (T-statistic = 2.011 > 1.96, p-value = 0.044 < 0.05, original sample = 0.071) and satisfaction (T-statistic = 2.504 > 1.96, p-value = 0.012 < 0.05, original sample = 0.134). These results confirm that Attitude and Satisfaction effectively mediate the influence of Health Consciousness and Environmental Concern on Repurchase Intention for organic skincare products.

### 3.6 Discussion

This study demonstrates that both Environmental Concern and Health Consciousness positively influence consumers' Attitudes and Satisfaction with organic skincare products. The findings suggest that as consumers become more aware of environmental and health-related issues, they are more inclined to develop favorable attitudes and experience greater satisfaction with the products they use. Notably, Environmental Concern has a significant positive impact on Attitude (T-statistic = 4.319; p-value = 0.000). This result is consistent with earlier studies by Ali et al. (2022); Ghazali et al. (2017); Nguyen et al. (2019), which found that individuals with strong environmental awareness tend to view eco-friendly products positively. In addition, Environmental Concern significantly affects Satisfaction (T-Statistic = 4.268; P-Value = 0.000), indicating that people with higher environmental sensitivity are more satisfied with products perceived to support environmental sustainability.

Similarly, Health Consciousness significantly affected attitude (T-statistic = 2.974; p-value = 0.003) and satisfaction (T-statistic = 3.089; p-value = 0.002). This shows that health-conscious consumers are more selective and cautious when choosing products that they perceive as safe and beneficial for their health. Compared to conventional skincare, organic products tend to elicit more favorable perceptions and higher satisfaction among consumers.

Moreover, the study reveals that Attitude and Satisfaction function as mediating variables linking Environmental Concern and Health Consciousness with Repurchase Intention. Attitude was shown to mediate the relationship between Environmental Concern and Repurchase Intention (T-Statistic = 2.487; P-Value = 0.013) and between Health Consciousness and Repurchase Intention (T-Statistic = 2.011; P-Value = 0.044). These results are consistent with the findings of R. Yadav and Pathak (2016) and Zollo et al. (2021), who emphasized that a positive attitude increases the likelihood of repurchase. In addition to Attitude, Satisfaction also served as a significant mediator. It mediated the effect of Environmental Concern on Repurchase Intention (T-Statistic = 3.386; P-Value = 0.001) and the effect of Health Consciousness on Repurchase Intention (T-Statistic = 2.504; P-Value = 0.012). These findings are aligned with those of Ma'rifatun (2020) who highlighted that consumer satisfaction is a key factor that drives the intention to repurchase organic products. Overall, these results indicate that, within the context of organic skincare products in Indonesia, Attitude and Satisfaction are important psychological variables in shaping repurchase intention. In other words, although consumers may have high environmental and health awareness, their decision to repurchase is largely dependent on their attitude and satisfaction after using the products.

## **5. Conclusion**

### **5.1 Conclusion**

This study aimed to examine the causal relationships between environmental concern, health consciousness, attitude, satisfaction, and repurchase intention in the context of organic skincare products in Indonesia. The results indicate that environmental concern and health consciousness have direct and significant effects on consumers' attitudes and satisfaction with organic skincare products. These findings emphasize the importance of environmental awareness and health consciousness as key predictors of consumers' positive perception. Furthermore, attitude and satisfaction were confirmed as effective mediators linking environmental concern and health consciousness to repurchase intention.

Consumers with positive attitudes toward organic skincare products tend to experience higher satisfaction and loyalty toward products that align with their personal values, both in terms of environmental sustainability and health benefits. These results reinforce the role of attitude and satisfaction as psychological bridges that translate awareness into actual repurchase behaviors. Overall, this study confirms that environmental concerns and health consciousness, both directly and indirectly through attitude and satisfaction, significantly contribute to shaping repurchase intentions. The practical implications highlight the importance of value-based marketing strategies, such as transparency regarding natural ingredients and communication emphasizing the positive impacts of products on health and the environment, in fostering long-term loyalty toward eco-friendly products.

### **5.2 Suggestions**

Based on the findings and limitations of this study, several recommendations are provided. For practitioners, strengthening value-based marketing strategies by highlighting the authenticity of natural ingredients, product safety, and environmentally friendly production processes is important. Enhancing digital communication through green advertising, collaborations with eco-friendly influencers, and educational campaigns on social media can help shape positive attitudes and increase consumer satisfaction, especially among the younger generations. For the government and stakeholders, supportive policies for the green cosmetics industry should be developed through organic certification programs, natural ingredient education centers, and incentives for MSMEs producing environmentally friendly skincare products.

Cross-sector support is also needed to strengthen the competitiveness of local brands amid global market pressure for sustainable consumption practices. Future researchers should expand the demographic and geographic scope and include additional variables to enrich the research model. Longitudinal designs could also be considered to capture the dynamics of changes in consumer attitudes and behavior over time. Moreover, future studies should cover various cosmetic product categories to provide more comprehensive insights into consumer behavior toward eco-friendly products in general.

## Limitations

This study had several limitations. First, the demographic and geographic scope is limited, with most respondents aged 17–35 years and primarily from Kalimantan, Indonesia. This restricts the generalizability of the findings to older age groups or other regions with different sociocultural backgrounds. Second, the study includes only a limited number of variables and does not incorporate additional mediators or moderators such as Perceived Behavioral Control, Green Trust, and Product Knowledge, which have been shown to be relevant in previous research. Third, the cross-sectional design limits the ability to capture changes in consumer behavior over time. Fourth, the focus is solely on organic skincare products, while other cosmetic categories, such as makeup, body care, and hair care, may exhibit different consumer perceptions and characteristics.

## Acknowledgment

I would like to thank my parents for their support and prayers during the preparation of this study. I also extend my gratitude to the lecturers at Universitas Tanjungpura, Faculty of Economics and Business, for their guidance and direction. I would also like to thank my friends for their help and support throughout the research process. I also appreciate all the respondents who took the time to participate in this study.

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