

Purchase intention of Sariayu cosmetics among Muslim university students as viewed from green product and product quality: An Islamic economic perspective

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ABSTRACT

Introduction

The worsening environmental conditions motivate beauty industries to pay attention to ecological aspects in running their businesses, namely creating environmentally friendly (green products) of good quality.

Objectives

This study aimed to determine whether green products and quality affect purchase intention.

Method

The research method used is a quantitative approach. The population was female students of the Fakultas Ekonomi dan Bisnis Islam, Universitas Islam Negeri Sumatera Utara Medan, and the sample size was 98 respondents. The analysis technique in the study used multiple linear regression, and the data was processed using SPSS.

Results

The results showed that the green product and product quality together positively affected purchase intention.

Implications

This research provided insights for the beauty industry to enhance their involvement in environmentally friendly products without neglecting their quality.

Originality/Novelty

This study contributes to enriching studies on halal cosmetics among Muslim consumers from an Islamic perspective in Indonesia.

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INTRODUCTION

The environmental issue has once again garnered global attention, especially in Indonesia and particularly in North Sumatra. Alongside the emergence of environmental concerns, there has been a trend in society towards using natural products. This phenomenon has motivated people to reduce the use of environmentally unfriendly products ([Tridiwanti & Harti, 2021](#)). In fact, skincare products dominate 19% of the entire beauty sector. More individuals are becoming aware and paying closer attention to the products they use. However, there are also some who are less concerned about this issue. For those concerned about "clean production," they tend to choose natural products despite their significantly higher prices compared to other products ([Tim AlibabaNews, 2021](#)).

Human consumption patterns, which should reduce the use of chemicals and harmful synthetic substances in a product, are certainly related to safety and health issues spreading in society ([Hafidzah, 2022](#)). The increasing ecological concern in the beauty sector is due to the worsening environmental conditions. Hence, beauty industry players have begun creating environmentally friendly products, also known as green products. Green products can be defined as products that are safe for health and come with eco-label packaging ([Lestari et al., 2020](#)).

According to information from Alibaba News, growth in the beauty sector is expected to expand by around 5.2% annually from 2020 to 2023. The number of environmentally and socially conscious consumers in developing countries such as Indonesia, Malaysia, Thailand, and the Philippines is higher compared to developed countries such as Australia and Japan ([Tim AlibabaNews, 2022](#)). Quoting information from the Indonesian Cosmetics Companies Association (*Perhimpunan Perusahaan dan Asosiasi Kosmetika Indonesia* in Bahasa Indonesia) in 2022, the cosmetics industry in Indonesia grew by 21.9%, with about 913 companies, and continued to increase to a total of 1,010 companies in 2023. The local cosmetics industry is also developing by providing various innovative products to consumers, including the concept of green products ([Administrator, 2023](#)).

Besides green products, product quality is also one of the main aspects that companies focus on to satisfy consumers ([Febrianti, 2022](#)). However, from September to October 2023, National Agency of Drug and Food Control or *Badan Pengawas Obat dan Makanan* (abbreviated BPOM in Bahasa Indonesia) found approximately 1.2 million cosmetic products containing banned hazardous mixtures, particularly those containing mercury. BPOM also stated that the economic value of these cosmetic products reached nearly Rp 42 billion, and they were widely circulated in Indonesia ([Badan Pengawas Obat dan Makanan, 2023](#)).

The halal certification from Institute for the Study of Food, Drugs and Cosmetics, Indonesian Ulema Council (*Lembaga Pengkajian Pangan, Obat-obatan, dan Kosmetika Majelis Ulama Indonesia* abbreviated LPPOM MUI in Bahasa Indonesia) makes customers feel safer and more at ease in using cosmetics from the Martha Tilaar Group, such as Sariayu products. This halal certification is an important aspect



and serves as an assurance that the ingredients contained in Sariayu products have been tested and comply with halal product regulations ([Nugroho et al., 2021](#)). Individuals strive to achieve their interests, including during purchasing activities. The goal of achieving interests here is to add value, utility, and blessings in fulfilling needs ([Daulay et al., 2023](#)).

Table 1

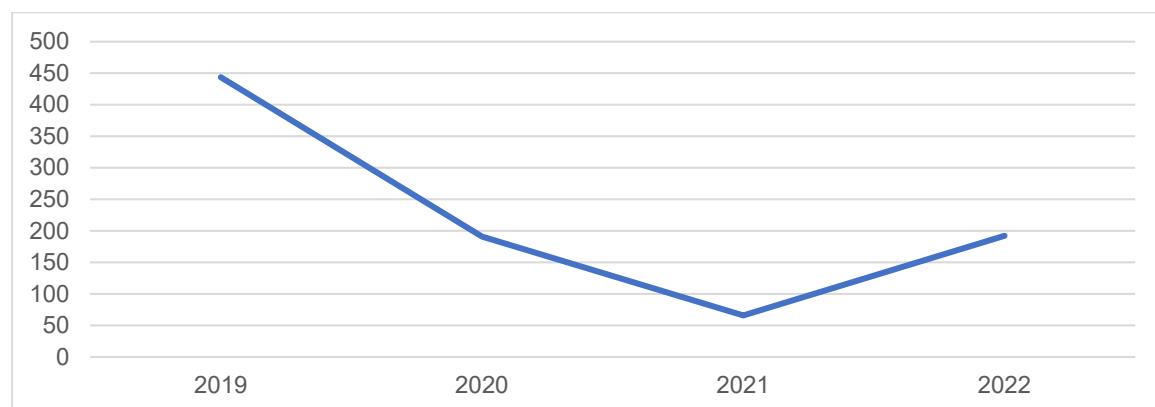
Sariayu Cosmetics Sales Data, 2022

Year	Sales
2019	443.626
2020	190.944
2021	65.948
2022	192.162

Source: Financial report of PT. Marino Tbk, 2022

Figure 1

Development of sales of Sariayu cosmetics, 2019 – 2022



Source: Financial report of PT. Marino Tbk, 2022

The recent sales in [Figure 1](#) show an increase, but not surpassing the sales in 2019, which reached 443,626 products. Therefore, there appears to be a drastic decrease between 2019 and the sales data from the last three years. The increasing development in cosmetic products cannot serve as a parameter for the increased consumer purchases of products made from natural ingredients that prioritize the environment.

Many businesses are currently participating in the halal industry sectors such as food, pharmaceuticals, fashion, and cosmetics. The decision-making process in Islam must be able to provide justice, benefits, and blessings for the community. In Islamic commerce, Muslims must avoid trading in prohibited goods and engaging in transactions that harm others ([Soemitra, 2021](#)). Similarly, in carrying out purchasing activities, a buyer needs to consider and evaluate the environmental benefits and the impact of the products used.

This is in line with the saying of Allah in Surah Ar-Rum verse 41: "Corruption has appeared throughout the land and sea by [reason of] what the hands of people have earned so He may let them taste part of [the consequence of] what they have done that perhaps they will return [to righteousness]." The verse explains that the most important role as Muslims in the context of environmental preservation is to participate in caring, which includes protecting the surrounding ecosystem to prevent the destruction of other living creatures' habitats. This is one way to minimize the extinction of animals due to human actions ([Hafidzah, 2022](#)).

Furthermore, product quality should also be considered because it relates to the magnitude of product purchases. If the quality of a product offered is good and suitable, it will satisfy and build trust with customers, making them more interested in repurchasing. However, if the product quality is poor, customers will reconsider purchasing it. As Allah states in Surah An-Naml verse 88: "And you see the mountains, thinking them rigid, while they will pass as the passing of clouds. [It is] the work of Allah, who perfected all things. Indeed, He is Acquainted with that which you do." The verse explains that in creating a product, it must be made with good quality and as best as possible, as Allah has also created everything in the heavens and the earth perfectly. By paying attention to product quality, it will also open opportunities for the product to be better known and recommended for purchase ([Karjuni & Susliawati, 2021](#)).

According to LPPOM MUI, as a Muslimah, it is highly recommended to use clean and halal products and to avoid using prohibited products containing impure substances. This prohibition is made because cosmetics that adhere to the face and other parts of the body greatly affect the conditions for valid prayer, which requires cleanliness from impurities. Moreover, with various cosmetics products that have not yet been branded and halal certified by MUI circulating widely, especially imported cosmetic products ([Nadha, 2021](#)).

Considering the phenomena such as the worsening environmental issues, consumers should become more aware of preserving and protecting the environment and the potential effects if they continue. There are many ways to do this, such as reducing the use of non-natural products to avoid excessive waste. Also, paying attention to skin health by avoiding products containing chemicals with added mercury. Based on the phenomena above, the purpose of this research is to analyze the influence of 1) Green products on the purchase intention of female students from Fakultas Bisnis dan Ekonomi Universitas Islam Negeri Sumatera Utara (FEBI UINSU) regarding Sariayu cosmetics; and 2) Product quality on the purchase intention of female students from FEBI UINSU regarding Sariayu cosmetics.

LITERATURE REVIEW

Mardiana ([2020](#)) emphasizes the importance of environmental awareness by advocating for increased consumption of eco-friendly products and encouraging consumers to be mindful of the long-term impacts of their usage. Innovative sustainability also needs to be considered by companies to create products based on

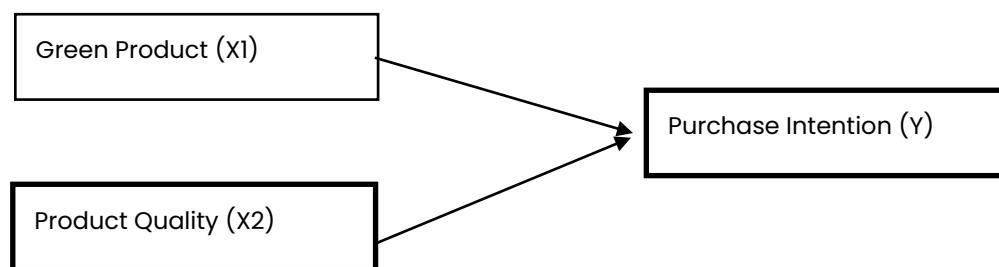


natural materials that do not threaten the surrounding environment. This aligns with the concepts and aspirations desired by society. Ecological sustainability will ensure the continued existence of the earth. Therefore, environmental sustainability must be preserved.

Putra & Prasetyawati (2021) indicates that before a customer uses a product, they typically seek information or inquire about someone's experience with the product, as this serves as a consideration for the buyer. Another factor is whether the product's quality meets the buyer's needs and preferences. Additionally, the product must provide benefits to the user. The quality of a product or service must be in good condition to attract consumers. Based on the background of the problem and the research objectives that have been presented, the theoretical framework outlined in this study is presented in [Figure 2](#).

Figure 2

Research Framework



Source: Primary data.

Green Product

According to Rath (2013), green products are industrial products produced using environmentally friendly technologies and do not pose hazards to the environment (Chrisyanto & Sutrisna, 2018). Shabani & Saen (2015) states that green products are products capable of conserving energy in efforts to preserve and enhance natural environmental resources, reduce, or even eliminate the use of toxic substances, pollutants, and waste. The emergence of these green products will compel companies to compete in creating environmentally safe products (Hermawan et al., 2023). Consumers require green products that are truly green and reasonably priced.

Product Quality

Product quality refers to the ability of a product to perform its functions, including durability, accuracy, ease of operation and repair, and other attributes. One of the main values expected by customers from producers is the highest quality of products and services (Daga, 2017). Product quality dimensions such as performance, durability, compliance with specifications, features, reliability, aesthetics, and quality perception. Product quality is influenced by consumer expectations in evaluating products (Bhowmick & Seetharaman, 2023; Grewal, 1995). In Islam, product quality

means that products being sold must have utility value, moral integrity, and be able to provide material benefits to consumers ([Abidin & Muzadi, 2022](#); [Hakim & Syaputra, 2012](#)).

Purchase Intention

Interest arises after receiving stimulus from a product observed, followed by an attraction to try a product, and a desire to purchase and own it ([Alimah et al., 2023](#)). Consumer purchase intention is the behavior where consumers have the desire to buy or choose products based on their experiences in selecting, using, consuming, or even desiring a product ([Barber et al., 2012](#); [Nwankwo et al., 2014](#); [Young et al., 2010](#)). A consumer who intends to purchase a product indicates that the consumer has more attention and satisfaction with the product they want to buy ([Julia & Kamilah K, 2023](#)). Students will exhibit more rational consumption behavior if the environment sets an example and demonstrates disciplined consumption behavior ([Yafiz et al., 2020](#)).

METHOD

The research method employed in this study is quantitative methodology. According to Sugiyono, quantitative research method is based on positivism philosophy, used to investigate a specific population or sample, data collection is conducted using research instruments, data analysis is quantitative or statistical in nature, with the aim of testing predetermined hypotheses ([Karjuni & Susliawati, 2021](#)). In this study, the author utilizes two independent variables, namely green product, product quality, and one dependent variable, purchase intention.

The population in this study comprises students from FEBI UINSU who are interested in or currently using Sariayu products. Based on the data obtained, there are students from the Faculty of Islamic Economics and Business, consisting of 450 students majoring in Sharia Banking, 1,246 students majoring in Islamic Economics, 478 students majoring in Sharia Insurance, 917 students majoring in Management, and 1,225 students majoring in Sharia Accounting, totaling 4,316 students.

In this study, there are three variables, with two independent variables and one dependent variable. To obtain a representative sample, the researcher selects several samples with equal opportunities using the Slovin formula. Based on the calculation, the sample size for this study is 97.73, rounded up to 98 individuals. Comprising 10 female students majoring in Sharia Banking, 28 female students majoring in Islamic Economics, 11 female students majoring in Sharia Insurance, 21 female students majoring in Management, and 28 female students majoring in Sharia Accounting.

In this study, a questionnaire is used, consisting of questions presented through a list of written questions that must be answered by respondents and returned to the researcher. This technique employs the Likert scale measurement model. The Likert scale ranges from 1 to 5, with responses ranging from strongly disagree, disagree, somewhat disagree, agree, to strongly agree. The questionnaire is used to test the instrumental variables of green product, product quality, and purchase intention of female students from FEBI UINSU regarding Sariayu cosmetic products. This study also



utilizes library documentation obtained from previous research such as journal articles, theses, and official websites of similar government institutions.

Table 2

Operational Definition of Variables

Variable	Operational Definition	Indicators
Green Product (X1)	Green product, as defined by Pankaj and Vishal (2014), refers to products that provide alternative solutions made from natural materials, capable of reducing energy consumption, free from toxic substances, and able to minimize pollution and waste impact (Hanifah, Hidayati, and Mutiarni 2019).	According to Pankaj and Vishal, indicators are divided into three categories: 1. Environmental benefits of green products 2. Performance of green products meets customer expectations 3. Raw materials are made from non-hazardous substances (Hanifah et al. 2019).
Product Quality (x2)	According to Kotler and Armstrong (2004), product quality refers to the ability of a product to demonstrate performance, including aspects of durability, reliability, certainty, ease of use, repairability, and other product attributes (Firmansyah 2019).	Asman Nasir (2021) mentions that indicators of product quality include: 1. Performance 2. Range and type of features 3. Reliability and Durability 4. Sensory characteristics 5. Ethical profile and image (Issn 2022).
Purchase Intention (Y)	According to Kotler, the magnitude of consumer desire when purchasing products or services and the likelihood of consumers switching from one product to another. If the superiority outweighs the price, the likelihood of purchasing the product also increases (Sunardi et al. 2022).	According to Ferdinand, indicators of purchase intention include: 1. Transactional interest 2. Referential interest 3. Preferential interest 4. Exploratory interest (Sunardi et al. 2022)

Source: Primary data.

The data analysis technique employed in this study to analyze and elucidate the data, as well as to test hypotheses, is multiple linear regression system. Data will be grouped based on respondents' answers on the questionnaire that has been filled out using data tabulation. This stage contains an explanation of the condition of each variable as follows:

$$Y = a + b_1 X_1 + b_2 X_2 + e$$

Explanation:

Y : Purchase Intention

X1 : Green Product

X2 : Product Quality

- a : Constant
- b : Regression coefficient
- e : Error term (Firdaus, 2021)

RESULTS

Respondent Characteristics

In the study, it is noted that the ages of the respondents vary, with female students aged 18 years, 19 years, 20 years, and finally 21 years. Based on the data obtained, all respondents, namely female students from FEBI, with the majority percentage being 100% female. With a total of 98 female students from FEBI as respondents, consisting of 10 students majoring in Sharia Banking, 28 students majoring in Islamic Economics, 11 students majoring in Sharia Insurance, 21 students majoring in Management, and 28 students majoring in Sharia Accounting. Pocket money is used to meet daily living needs. The total consumption of the students is influenced by the amount of money they receive. In this study, the average pocket money for students is Rp 1,000,000/month, with an allocation of Rp 250,000 for cosmetics.

Research Instruments

Validity testing is conducted to measure whether a questionnaire is valid or not. A questionnaire is considered valid if the questions in it can reveal something that will be measured by the questionnaire. An item is considered invalid if the r-value is < 0.30 , and conversely, if the r-value is > 0.30 , then the data is considered valid. Validity test results in [Table 3](#) indicate that for both green product and product quality, all r-values are greater than the r-table, so all questionnaires are proven to be valid with r-values > 0.30 .

Table 3

Validity Test Results

Question	r values Y	r values X1	r values X2	r _{table}	Decision
Question 1	4.521	4.504	4.731	0,3	Valid
Question 2	5.344	4.399	4.655	0,3	Valid
Question 3	4.479	4.783	4.456	0,3	Valid
Question 4	4.745	5.499	4.843	0,3	Valid
Question 5	4.994	5.639	5.05	0,3	Valid

Source: Primary data. Authors' estimation.



Reliability testing in this study utilizes Cronbach's Alpha measure, where a value > 0.60 is considered reliable. A questionnaire is deemed reliable or dependable if the responses to its questions remain consistent or stable. Therefore, reliability testing is crucial to ensure the accuracy of the obtained data. The reliability test results in [Table 4](#) show that the Cronbach's alpha values for all variables are > 0.60, thus it can be concluded that the results are reliable.

Table 4

Reliability Test Results

Variable	Cronbach's Alpha	Critical Value	Decision
Green Product	0,847	0,60	Reliable
Product Quality	0,874	0,60	Reliable
Purchase Intention	0,898	0,60	Reliable

Source: Primary data. Authors' estimation.

Multiple Linear Regression Analysis

[Table 5](#) shows the results of multiple linear regression analysis for this study. The equation derived from the test results is as follow:

$$Y=2,904+0,403X_1+0,470X_2+e$$

Table 5

Results of Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Sig.
	B	Std. Error	
1	(Constant)	2,904	1,460
	Green Product	0,403	0,112
	Product Quality	0,470	0,116
			0,000

a. Dependent Variable: Purchase Intention

Source: Primary data. Authors' estimation.

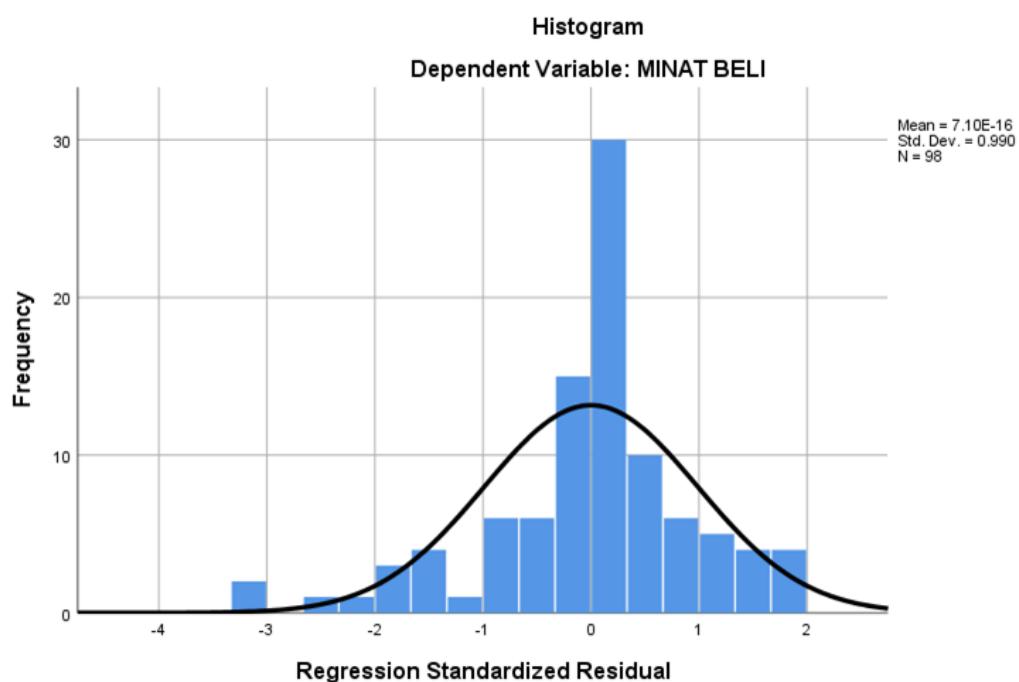
Data from [Table 5](#) can be explained as follows. The table shows a constant value of 2.904. This implies that if both the green product and product quality are equal to 0, the purchase intention of FEBI UINSU students towards Sariayu products will remain at 2.904. The green product variable has a positive value of 0.403, indicating that an increase of one unit in green product leads to an increase of 0.403 in the purchase intention of FEBI UINSU students towards Sariayu products. The product quality variable has a positive value of 0.470, meaning that an increase of one unit in product quality results in a 0.470 increase in the purchase intention of FEBI UINSU students towards Sariayu products. Based on the data above, the product quality variable is the most dominant variable influencing the purchase intention of FEBI UINSU students towards Sariayu products.

Classical Assumption Test

The normality test examines the normality of data distribution. This test is conducted as a prerequisite for regression analysis and aims to determine whether the collected data follows a normal distribution, typically assessed using a histogram model. [Figure 3](#) shows histogram normality test results for this study.

Figure 3

Histogram Normality Test Results



Source: Primary data. Authors' estimation.

The multicollinearity test is intended to test whether there is a high or perfect correlation between the independent variables or not in the regression model. [Table 6](#) shows the results of multicollinearity test results for this study. Both of green product and product quality were free from multicollinearity issues.

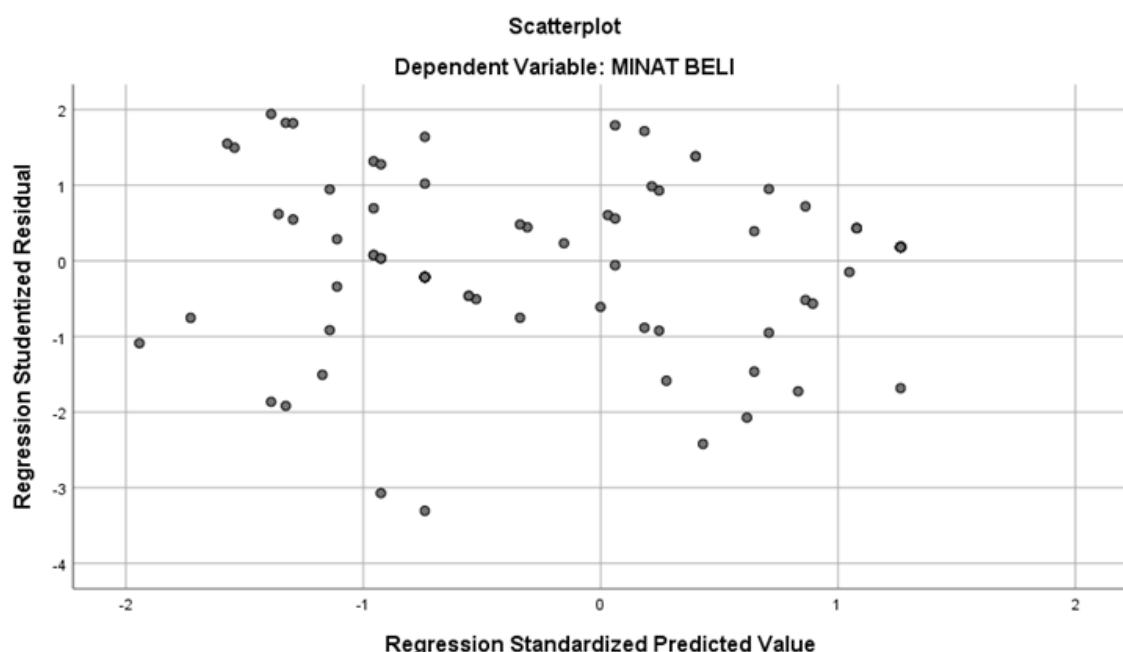
**Table 6***Multicollinearity Test Results*

Variable	Collinearity Statistics		Decision
	Tolerance	VIF	
(Constant)			
1			
Green Product	0.312	3.207	No Multicollinearity
Product Quality	0.312	3.207	No Multicollinearity

a. Dependent Variable: Purchase Intention

Source: Primary data. Authors' estimation.

The heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another. [Figure 4](#) explains the heteroscedasticity test results for this study. It can be observed that the data points are scattered without forming a pattern. Therefore, it can be concluded that there is no heteroskedasticity.

Figure 4*Heteroskedasticity Test Results*

Source: Primary data. Authors' estimation.

Hypothesis Testing

Coefficient of Determination

The coefficient of determination is a parameter indicating the combined effect of the performance of green product and product quality. [Table 7](#) presents the coefficient of determination of this study. It can be seen that the influence of the green product and product quality variables affects the purchase intention of FEBI UINSU students towards Sariayu cosmetic products, with an R square of 0.645 or 64.5%. Meanwhile, the remaining 35.5% is influenced by other factors that were not examined.

Table 7

Results of Coefficient of Determination (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,803 ^a	0,645	0,638	163,079

Source: Primary data. Authors' estimation. Notes: a. Predictors: (Constant), Product Quality, Green Product; b. Dependent Variable: Purchase Intention.

The F test is a method used to determine whether there is a joint effect of the green product and product quality variables on purchase intention. If F value > F table or Asmp Sig < 0.05, the result is considered significant. Based on Table 8, the obtained result of F calculated (86.330) is greater than F table (2.76), or the significance value (0.000) is less than 0.005. Therefore, the null hypothesis (H_0) is rejected. Thus, green product and product quality together have a simultaneous effect on the purchase intention of FEBI students regarding Sariayu cosmetics.

Table 8

Results of F Test

Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2	229.593	86.33	.000 ^b
	Residual	95	2.659		
	Total	97			

Source: Primary data. Authors' estimation. Notes: a. Predictors: (Constant), Product Quality, Green Product; b. Dependent Variable: Purchase Intention.

The t-test is used to test the individual regression coefficients to determine the ability of each variable (green product and product quality) to influence the purchase intention variable, assuming the variables are constant. If t value > t table or Asmp Sig < 0.05, the result is considered significant. [Table 9](#) present the results of t test for this study.

**Table 9***Results of t Test*

Variable	Regression Coefficient	P value	Decision
Green Product	3.605	.000	H ₀ rejected
Product Quality	4.065	.000	H ₀ rejected

Source: Primary data. Authors' estimation. Notes: Dependent Variable: Purchase Intention.

Based on the above data, the results are as follows:

Influence of Green Product (X_1) on Purchase Intention (Y). The t -test result for the green product variable shows a t -value (3.605) $>$ t -table (1.664). The p -value obtained for the green product variable is $0.000 < 0.05$. Therefore, it can be concluded that the green product influences the purchase intention of FEBI UINSU students regarding Sariayu cosmetics.

Influence of Product Quality (X_2) on Purchase Intention (Y). For the product quality variable, the t -test result shows a t -value (4.065) $>$ t -table (1.664). The p -value obtained for the product quality variable is $0.000 < 0.05$. Hence, it can be concluded that product quality influences the purchase intention of FEBI UINSU students regarding Sariayu cosmetics.

DISCUSSION

Green Product and Purchase Intention of Sariayu Cosmetics

The analysis results and processed data indicate that the green product variable has a positive value of 0.403. This means that if the green product increases by one unit, the purchase intention of FEBI UINSU students towards Sariayu products increases by 0.403. The t -test result for the green product variable shows a t -value (3.605) $>$ t -table (1.664). Thus, the p -value obtained for the green product variable is $0.000 < 0.05$. Consequently, it can be concluded that the green product has a positive and significant effect on the purchase intention of FEBI UINSU students regarding Sariayu cosmetics. The findings of this study is in line with previous works on cosmetics that emphasize the importance of green product towards purchase intention (Al-Haddad et al., 2020; Liobikienė & Bernatonienė, 2017; Ma et al., 2018; Pop et al., 2020; Shimul et al., 2022).

In Islam, decision-making processes should consider the welfare of the community. The principle of fiqh, *dar'ul mafasid muqaddamu ala jalbi masholih* (prioritizing benefits over harms), emphasizes avoiding harm rather than pursuing benefits. Islamic consumption principles consider both avoiding harm and attaining benefits. Haram products are those containing harmful substances that lead to danger, harm, and disaster, such as mercury and its derivatives.

The research results indicate that students do not randomly choose the products they use. They also consider the usefulness and potential impacts of their purchases. This aligns with the teachings related to environments in Holy Qur'an (Millati & Arif, 2021; Nurjannah et al., 2023; Setiono, 2023; Sihombing, 2023). Environmental awareness significantly affects individuals' motivation to change their behavior to mitigate life's

problems. Increased environmental awareness correlates with increased trust in green products and vice versa ([Lestari et al., 2020](#)). Furthermore, Sariayu cosmetics are made from natural ingredients, do not contain chemicals, and are environmentally safe. With these benefits, Sariayu products are safe to use. This is consistent with previous research stating that the green product variable significantly influences consumer purchase intention ([Purwanto, 2021](#)).

Product Quality and Purchase Intention of Sariayu Cosmetics

The analysis results show that the product quality variable influences the purchase intention of students. This is evidenced by the positive value of 0.470 for the product quality variable, indicating that an increase in product quality by one unit results in a 0.470 increase in the purchase intention of FEBI UINSU students regarding Sariayu products. The t-test for the product quality variable yields a t-value ($4.065 > 1.664$) and p-value ($0.000 < 0.05$). Therefore, it can be concluded that product quality has a positive and dominant effect on the purchase intention of FEBI UINSU students regarding Sariayu cosmetics.

Quality products in Islam must be beneficial and contribute positively to consumers. Products offered to costumer, especially cosmetics, should be useful and beneficial ([Bayumi et al., 2022](#); [Hidayatullah, 2018](#); [Malihah et al., 2023](#); [Muhammad, 2019](#)). Sariayu's superiority lies in its adherence to Islamic values, such as the halal status, quantity, and quality of its products, which are maintained. It is crucial for consumers to understand the usefulness of a product ([Kumala & Anwar, 2020](#)). According to Islamic quality concepts, quality goods contribute to halal, usefulness, and goodness. The testing process ensures that the products are safe to use. Halal cosmetics are not just about beauty but also about health and lifestyle. By considering Sharia principles and incorporating various sectors, the halal industry contributes positively to society and promotes economic development.

Halal cosmetics are not just about beauty but more about health and lifestyle views. By considering sharia principles and combining various sectors, the halal industry also makes a positive contribution to society and this has an impact on broad economic development ([Destriyansah et al., 2023](#)). It can be said that the interest of FEBI UINSU students in considering purchasing a product is in accordance with the principles of consumption in Islam. If you look at current developments and consumption patterns, it is certain that halal products will be the best choice for consumers. This is in line with previous research stating that product quality has a positive and significant effect on buying interest ([Mardiana, 2020](#)).

Green Product and Product Quality Toward Purchase Intention of Sariayu Cosmetics

Based on the processed data, it shows that the influence of the green product variable and product quality has an influence on FEBI UINSU students' purchase intention of Sariayu cosmetics, namely R^2 0.645 or 64.5%. Meanwhile, other factors that were not studied influenced the remainder, namely 35.5%. The F test results show that F_{value} ($86.330 > 2.76$) or significance value ($0.000 < 0.005$) so H_0 is rejected.



Thus, green products and product quality together simultaneously influence FEBI UINSU students' purchase intention of Sariayu cosmetics.

Based on the research results, it is shown that the green product concept in Sariayu cosmetics is very good. And from the company side, it is proven that it is always committed to prioritizing beauty products with safe raw materials, sourced from natural ingredients so that they are effective for the face. Of course, customers will compare the experience they have with the product they want to buy. This is something to pay attention to because each consumer has different preferences in purchasing a product ([Hasibuan et al., 2023](#); [Ichsan et al., 2020](#)). Green product concepts have now become a solution for natural sustainability. However, this research contradicts research stating that the variables of product quality, product design, green product and brand image simultaneously have no effect on purchasing decision variables ([Andrian et al., 2022](#)).

CONCLUSION

Based on the formulated problems and research objectives, it can be concluded that green products and product quality contribute to environmental preservation for consumers. However, with increasing competition among companies to attract customers, consumers must be more discerning in their product choices. One way is to gather information about the product before purchasing. This will help consumers find products that meet their expectations, and product quality must be maintained for effective use. As a Muslim, one is also encouraged to choose pure and halal cosmetics and avoid products containing impurities. This research has limitations as it only considers three variables. Therefore, the generalization of this study is limited to the variables examined. Further research is needed to include other variables to provide better results.

Author Contributions

Conceptualization	F.W.Y., M.S., & M.I.H.	Resources	F.W.Y., M.S., & M.I.H.
Data curation	F.W.Y., M.S., & M.I.H.	Software	F.W.Y., M.S., & M.I.H.
Formal analysis	F.W.Y., M.S., & M.I.H.	Supervision	F.W.Y., M.S., & M.I.H.
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Investigation	F.W.Y., M.S., & M.I.H.	Visualization	F.W.Y., M.S., & M.I.H.
Methodology	F.W.Y., M.S., & M.I.H.	Writing – original draft	F.W.Y., M.S., & M.I.H.
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Informed consent was obtained before respondents answered the questions.

Data Availability Statement

The data presented in this study are available on request from the corresponding author.

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Conflicts of Interest

The authors declare no conflicts of interest.

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