

## The Influence of Eco-Labels and Eco-Brands on Purchasing Interest in Sensatia Botanicals Products in Surabaya

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### ABSTRACT

Growing awareness of environmental concerns has motivated consumers to be more cautious in selecting eco-friendly products, which can be identified through eco-labels and eco-brands as part of green marketing initiatives. This study aims to analyze how eco-labels and eco-brands affect consumers' purchase intention toward Sensatia Botanicals products in Surabaya. The research applied a quantitative approach with purposive sampling as the method of data collection, involving 100 participants. Data analysis was carried out using SEM-PLS with the assistance of SmartPLS 3.0 software. The results indicate that both eco-labels and eco-brands significantly contribute to strengthening consumer purchase interest. The study concludes that consumers show a greater tendency to consider buying products that reflect a commitment to sustainability. These findings highlight that environmentally oriented marketing strategies are effective in fostering purchase intention and may provide a competitive advantage for businesses.

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## **INTRODUCTION**

In recent decades, environmental challenges, especially those linked to plastic pollution, have escalated into a critical global concern. Each year, the world produces over 400 million tons of plastic, with almost half designed for single-use packaging that turns into waste shortly after consumption. Due to a global recycling rate of only about 9%, vast amounts of plastic end up accumulating on land, waterways, and marine environments. The impacts are not only damaging ecosystems but also threatening human health through exposure to microplastics, which are now found in drinking water, air, and even the human body. This situation is also prevalent in Indonesia, one of the countries with the largest volume of plastic waste in the world. According to data from the National Waste Management Information System (NWMIS) of the Ministry of Environment and Forestry (MEF), over 11.3 million tons of waste were recorded as improperly managed in 2024. Low public awareness of the importance of waste management is the main cause of this problem. People tend to prefer plastic products because they are practical and inexpensive, without considering their impact on the environment.

As environmental issues become increasingly urgent, the concept of green marketing has emerged as a response to demands for sustainability. Green marketing refers to all marketing activities that take into account the ecological impact of products and production processes, and emphasize the importance of sustainability in creating value for consumers (Polonsky, 1994). In practice, companies use various communication tools to demonstrate their commitment to the environment, one of which is through the use of eco-labels and eco-brands. Eco-labels are certifications or labels indicating that a product meets specific environmental standards. This label helps consumers distinguish sustainable products from conventional ones and serves as an important tool in building trust in a company's environmental commitment (Thogersen, 2000). Meanwhile, an eco-brand is a brand image built on the values of sustainability and environmental responsibility. Elements such as the name, logo, packaging, and brand communication are part of an eco-branding strategy aimed at attracting environmentally conscious consumers (Rahbar & Wahid, 2011).

In the beauty industry, the implementation of green marketing strategies is becoming increasingly important as consumer awareness of products that are safe for health and the environment grows. Consumers are not only demanding effective products, but also paying attention to the ethical and ecological aspects of the brands they choose. One local brand that has adopted green marketing principles is Sensatia Botanicals, a beauty company based in Karangasem, Bali. Founded in 2000, Sensatia Botanicals is known for producing natural-based products, being cruelty-free, and using biodegradable and environmentally friendly packaging. The company has obtained BPOM certification and implements Good Manufacturing Practice (GMP) standards, making it one of the pioneers in the category of sustainable products in Indonesia.

Although environmentally friendly products are starting to gain attention, consumer interest in purchasing such products is still not optimal. According to a Snapcart survey (2024), only 84% of Indonesian consumers have ever

purchased environmentally friendly products, with 45% citing a lack of awareness as the main obstacle. Other factors such as high prices, limited access, and loyalty to conventional products also contribute to low purchasing interest. This indicates that the use of eco-labels and eco-brands has not yet fully succeeded in changing consumer consumption patterns. Purchase interest is one of the key variables in consumer behavior. According to Kotler and Keller (2003), purchase interest reflects consumers' experiences and evaluations of a product, which drive purchasing actions. In this context, eco-labels and eco-brands can function as external stimuli that shape consumers' positive perceptions and attitudes toward sustainable products. Theories such as the Theory of Planned Behavior (Ajzen, 1991) are often used to explain the relationship between environmental factors and purchasing decisions. Both theories state that stimuli (in this case, eco-labels and eco-brands) can influence an individual's psychological state (organism), ultimately leading to a response in the form of intent or purchase intent.

Based on this background, the objective of this research is to investigate how eco-labels and eco-brands affect consumer purchase intention toward Sensatia Botanicals products in Surabaya. The study seeks to evaluate the role of green marketing practices in influencing consumer buying interest, especially within the Indonesian market context. Furthermore, this research is expected to enrich the body of knowledge on green marketing and provide practical insights for businesses in creating eco-friendly and consumer-oriented communication strategies.

Previous studies on eco-labels and eco-brands have largely been conducted in the context of developed countries or international brands (Rahbar & Wahid, 2011; Hossain et al., 2022). In Indonesia, research has mostly emphasized eco-label awareness and its influence on consumer behavior in general (Novita & Husna, 2020; Rahmawati & Sunarti, 2020), while studies that simultaneously analyze the role of eco-labels and eco-brands in shaping purchase intention remain limited. Moreover, few studies have specifically focused on local beauty brands such as Sensatia Botanicals, which is distinctive for combining natural-based products, sustainability-oriented branding, and eco-friendly certifications. Therefore, this research seeks to fill that gap by examining the joint influence of eco-labels and eco-brands on purchase intention in the context of an Indonesian local beauty brand, with Surabaya as the research setting.

## **THEORETICAL REVIEW**

### ***Theory of Planned Behavior (TPB)***

According to the Theory of Planned Behavior, an individual's intention to engage in a particular behavior is determined by three core components: attitude toward the interest, subjective norms, and perceived behavioral control (Ajzen, 1991). In the context of green marketing, eco-labels and eco-brands can shape positive consumer attitudes, increase perceived control, and be influenced by social norms to support a sustainable lifestyle (Rahmawati & Sunarti, 2020).

### ***Eco-Label***

Eco-labels represent certification marks that demonstrate a product's compliance with specific environmental requirements. These labels guide consumers in distinguishing items that are more sustainable compared to other alternatives available in the market. (Novita & Husna, 2020). Eco-labels are a communication tool for manufacturers to demonstrate their commitment to sustainability and encourage consumers to make more responsible purchases. Eco-labels are an innovation in green marketing that gives consumers the opportunity to more clearly identify sustainable products (Hossain et al., 2022).

### ***Eco-Brand***

Eco-branding or green branding refers to a brand identity that reflects environmental sustainability values through symbols, names, designs, or communication strategies used by companies (Solehati et al., 2023). The existence of eco-brands creates a positive perception in the minds of consumers and becomes an attraction for those who care about sustainability. Eco-branding strategies also include brand differentiation through environmental messages in order to increase loyalty and purchasing interest (Ramadhani & Setiawati, 2022).

### ***Purchase Intention***

Purchase intention describes the willingness of consumers to buy a product after conducting an assessment process. It reflects the individual's preparedness to make a purchasing decision (Ermini et al., 2023). This concept can be categorized into four dimensions: transactional intention, referential intention, preferential intention, and exploratory intention. (Abdul et al., 2022).

### ***The Influence of Eco-Labels on Purchasing Interest***

An eco-label is a symbol or certification that indicates that a product has met certain environmental criteria. This label serves as a source of information that helps consumers distinguish sustainable products from conventional ones (Novita & Husna, 2020). In marketing management, eco-labels serve to build trust and credibility in a company's environmental claims. The presence of eco-labels can influence perceptions of quality and trust in products, which in turn drives purchasing interest. Within the framework of the TPB, this label contributes to the formation of positive attitudes toward purchasing sustainable products (Adelia, 2023).

H1: It is suspected that eco-labels have a positive effect on purchasing interest in Sensatia Botanicals products in Surabaya.

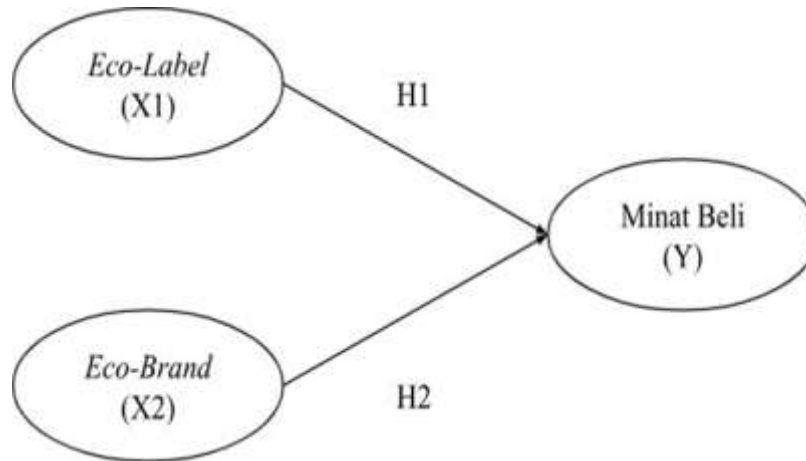
### ***The Influence of Eco-Brands on Purchasing Interest***

Eco-branding refers to a brand image built on the principles of sustainability. This image includes the brand name, communication messages, packaging design, and visual identity that convey a commitment to the environment (Rahbar & Wahid, 2011). Brands that successfully build a green image will be more attractive to consumers who are highly environmentally conscious. An environmentally friendly brand image has a positive impact on consumer perception and purchasing interest. In TPB theory, eco-brands can reinforce

subjective norms, which are social pressures to choose brands that align with sustainability values (Solehati et al., 2023).

H2: It is suspected that eco-brands have a positive influence on purchasing interest in Sensatia Botanicals products in Surabaya.

### *Conceptual Framework*



**Figure 1. Conceptual Framework**

## **METHODOLOGY**

This research applied a quantitative method to examine the influence of eco-labels and eco-brands on consumers' purchase intention toward Sensatia Botanicals products in Surabaya. The data were collected by distributing questionnaires that employed a five-point Likert scale to 100 respondents, consisting of actual users and potential buyers. A purposive sampling technique, categorized as non-probability sampling, was used with the criteria of respondents being residents of Surabaya aged 17 years and older. The data obtained were processed using Structural Equation Modeling with the Partial Least Squares approach (SEM-PLS) supported by SmartPLS 3.0. This procedure involved assessing validity and reliability, reviewing the outer model to evaluate measurements, and examining the inner model to test the hypothesized relationships between variables in the research framework.

To ensure a more rigorous analysis, the evaluation was carried out through several systematic stages. First, validity testing was performed to confirm that each indicator appropriately measured the intended construct. This stage included examining convergent validity through outer loadings and Average Variance Extracted (AVE), as well as discriminant validity using cross-loadings and Fornell-Larcker criteria. Second, reliability testing was conducted to ensure measurement consistency by analyzing Cronbach's alpha and composite reliability (CR), with threshold values above 0.70 as the standard of acceptance. Third, after the measurement model met both validity and reliability requirements, the structural model evaluation was conducted. This step involved

assessing the R-square value to evaluate the explanatory power of independent variables, as well as testing hypotheses through path coefficients, t-statistics, and p-values obtained via bootstrapping. These stages ensured that the constructs were accurately measured, reliable, and that the conclusions regarding the relationships among variables were valid and trustworthy.

**RESULTS**

*Outer Model*

Table 1. Outer Loading

	<b>Eco-Label (X1)</b>	<b>Eco-Brand (X2)</b>	<b>Purchase Intention (Y1)</b>
X1.1	<b>0,728</b>		
X1.2	<b>0,726</b>		
X1.3	<b>0,756</b>		
X2.1		<b>0,822</b>	
X2.2		<b>0,877</b>	
X2.3		<b>0,784</b>	
Y1.1			<b>0,775</b>
Y1.2			<b>0,735</b>
Y1.3			<b>0,827</b>
Y1.4			<b>0,786</b>

An indicator is considered to demonstrate adequate convergent validity when its outer loading exceeds 0.70 and the significance value is below 0.05, which corresponds to a 95% confidence level. Based on the outer loading results presented in Table 1, all indicators in this study are proven valid for measuring each construct. Since every indicator obtained an outer loading score above 0.70 and showed statistical significance ( $p < 0.05$ ), it can be concluded that the measurement model used in this research fulfills the requirements of convergent validity and is therefore eligible for further analysis.

Table 2. Average Variance Extraced (AVE)

	<b>Average Variance Extraced (AVE)</b>
Eco-Label (X1)	0,543
Eco-Brand (X2)	0,686
Purchase Intention (Y1)	0,610

The findings of the Average Variance Extraced (AVE) test indicate that each construct in this model has an AVE value greater than 0.50. Specifically, eco-label (X1) achieved an AVE of 0.543, eco-brand (X2) reached 0.686, and purchase intention (Y) obtained 0.610. These results confirm the reliability of the instruments and demonstrate that the constructs can be consistently represented by their respective indicators.

*Inner Model*

Table 3. R-Square

	<b>R-Square</b>
Purchase Intention (Y1)	0,641

Most of the 64.1% variation in the Purchase Interest variable can be explained by the Eco-Label (X1) and Eco-Brand (X2) variables. The remaining 35.9% is explained by other variables outside the model that were not studied in this research. The R<sup>2</sup> value of 0.641 falls into the moderate to strong category, as it is above the minimum threshold of 0.50. This indicates that the Eco-Label and Eco-Brand constructs have a significant influence in explaining changes or variations in consumer Purchase Intent toward environmentally friendly products.

*Hypothesis Testing*

Table 4. Path Coeffisients (Mean, STEDV, T-Values)

	<b>Path Coefficients (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics ( O/STDEV )</b>	<b>P Values</b>
Eco-Label (X1) -> Minat Beli (Y1)	0,562	0,564	0,086	6,503	0,000
Eco-Brand (X2) -> Minat Beli (Y1)	0,320	0,322	0,100	3,192	0,002

Hypothesis 1: Eco-Label (X1) has a positive effect on Purchase Interest (Y) is accepted, with path coefficients of 0.562 and T-Statistics of 6.503 > 1.96 and P-Values of 0.000 (less than 0.05), so the relationship is significantly positive.

Hypothesis 2: Eco-Brand (X2) has a positive effect on Purchase Interest (Y) can be accepted, with path coefficients of 0.320 and T-Statistics of 3.192 > 1.96, and P-Values of 0.002 (less than 0.05), so the relationship is significantly positive.

**DISCUSSION**

*The Influence of Eco-Labels on Purchasing Interest*

Research shows that eco-labels have a positive impact on consumer interest in Sensatia Botanicals products in Surabaya. The more positive consumers' perceptions of eco-friendly labels, the higher their purchasing interest. As a local brand with an eco-friendly concept, Sensatia Botanicals features labels indicating the absence of harmful chemicals and environmental safety, thereby fostering consumer confidence. Environmentally conscious consumers are more likely to be interested in products with a commitment to sustainability, including through certifications displayed on packaging.

All Sensatia Botanicals products include information on natural ingredients and certification logos that attract purchasing interest, particularly

from consumers concerned about skin health and the environment. Eco-labels not only demonstrate the manufacturer's concern for the environment but also enhance brand credibility. This finding aligns with research by (Putri, 2023) and (Adelia, 2023), which states that eco-labels influence purchasing interest. Thus, eco-labels are an important element that provides information while building a positive perception that purchasing such products is a responsible action and supports a sustainable lifestyle.

### ***The Influence of Eco-Brands on Purchasing Interest***

Research shows that eco-brands contribute positively to consumer interest in purchasing Sensatia Botanicals products in Surabaya. The stronger the brand's image as environmentally conscious, the higher the consumer interest. Sensatia Botanicals is known for consistently using natural ingredients, not testing on animals, and supporting environmental conservation, making it perceived as safe, ethical, and sustainable. This green image enhances emotional appeal, builds trust, and attracts consumers who are mindful of the environmental impact of their consumption.

These findings align with research by (Kusuma & Fadli, 2021) and (Quinola & Sulhaini, 2024), which state that eco-brands have a positive and significant impact on purchase intent. Brands associated with sustainability and environmental friendliness create positive perceptions, enhance confidence in quality, and demonstrate social responsibility. For businesses, building a strong eco-brand image is an effective strategy to attract consumers, especially those concerned about environmental issues.

## **CONCLUSIONS AND RECOMMENDATIONS**

The results of the study indicate that eco-labels and eco-brands contribute positively to the purchase interest of Sensatia Botanicals products in Surabaya. Eco-labels increase consumer confidence in quality and environmental awareness, especially when the labels are clear and trustworthy. Meanwhile, eco-brands with an environmentally friendly image create a positive impression, strengthen emotional appeal, and encourage purchases, especially when the brand is perceived as reflecting environmental awareness. Purchase intent is also influenced by consumers' perception that the product supports environmentally friendly practices. Overall, sustainability-based marketing strategies through eco-labels and strengthening eco-brand imagery have proven effective in shaping purchase intent, especially in the natural beauty industry targeting environmentally conscious consumers.

This study shows that consumers highly value the effectiveness of eco-labels, environmentally friendly brand imagery, and product advantages in influencing purchase intent toward Sensatia Botanicals. Therefore, companies need to clarify and highlight eco-label information on packaging through official certification, eco-friendly icons, or easily understandable educational messages, maintain consistency in eco-brand image through digital campaigns, sustainability program publications, and education on eco-friendly practices, and maintain quality and competitive advantages that distinguish products from competing brands.

## **FURTHER STUDY**

This study suggests that the research be expanded by adding other variables such as green trust, environmental concern, and environmental awareness in order to gain a more comprehensive understanding. In addition, expanding the research area beyond Surabaya will provide more representative results that can be generalized more broadly.

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