



## The Influence of Environmental Awareness, Consumption Values, and Price Perception on the Purchase Intention of Avoskin Green Skincare

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### ABSTRACT

This study examines the influence of environmental awareness, consumption values, and price perception on the purchase intention of Avoskin green skincare products. The sample consists of 100 respondents who are followers of the Rubi Community on Instagram and have never purchased Avoskin products. Data was collected through a survey using a questionnaire. The research instrument was proven valid and reliable, and the data was normally distributed without issues of multicollinearity and heteroscedasticity. The results indicate that environmental awareness, consumption values, and price perception each have a positive and significant influence on the purchase intention of Avoskin green skincare products.

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## INTRODUCTION

The growing awareness of appearance and self-care in Indonesia has driven significant growth in the local cosmetics market (Steffi & Tjokrosaputro, 2023). Women of various ages are increasingly interested in beauty products, leading to rapid developments in this industry (Shalmont, 2020). However, this growth has also resulted in an increase in plastic waste, reaching 3.22 million tons annually. To address this issue, several cosmetic brands have begun developing "green" products. Yet, consumer intentions towards green products remain low due to insufficient awareness and knowledge (Zahra & Hardiyanto, 2022).

Environmental consciousness plays a crucial role in driving preferences towards eco-friendly products (Adialita et al., 2022). Research also indicates that environmental awareness positively correlates with the intention to purchase environmentally friendly beauty products (Ma et al., 2018). Additionally, the theory of consumer values asserts that functional, emotional, and epistemic values significantly influence the intention to purchase eco-friendly products (Rizkalla & Setiadi, 2020). Price factors also play a pivotal role in consumer purchasing decisions (Kotler & Armstrong, 2018). Price perception reflects the process by which consumers actively understand price information and attribute significant meaning to their purchasing decisions (Olson et al., 2016).

Avoskin, as a local skincare brand, has successfully highlighted sustainability by using environmentally friendly ingredients and packaging through the "Love Avoskin Love Earth" program. This has helped Avoskin establish itself as a leader in the eco-friendly beauty product category. This research aims to examine the influence of environmental consciousness, consumer values, and price perception on the intention to purchase environmentally friendly skincare products from Avoskin, focusing on Instagram followers of the Rubi Community in Indonesia. It is expected that the findings of this study will provide deep insights into the factors influencing consumer purchase intentions towards eco-friendly skincare products.

## THEORETICAL REVIEW

### *Purchase Intention*

The drive to make a purchase, which serves as the initial step in the consumer purchasing process, is referred to as purchase intention (Kotler & Keller, 2016). According to Akbar et al. (2014), the intention to buy environmentally friendly products reflects consumers' interest in using products or services that have minimal environmental impact. Thus, an increase in environmental awareness also contributes to enhancing consumers' purchase intentions for products that have a positive environmental impact (Putri, 2017). Indicators of purchase intention according to Ma et al. (2018) include recommending green products, purchasing green products, supporting sustainable development, and expressing personal style.

### ***Environmental Awareness***

Increasing environmental awareness in society aims to heighten attention to environmental issues, especially among women who tend to have higher environmental awareness, regardless of income level (Ma et al., 2018). This is supported by research from Dewi and Mandala (2018), Alamsyah et al. (2020), and Krisdayanti and Widodo (2022), which similarly state that environmental awareness influences the intention to buy green products. Indicators of environmental awareness according to Ma et al. (2018) include environmental attitude, environmental knowledge, environmental concern, and perceived consumer effectiveness.

H1: Environmental awareness has a positive and significant effect on purchase intention.

### ***Consumption Values***

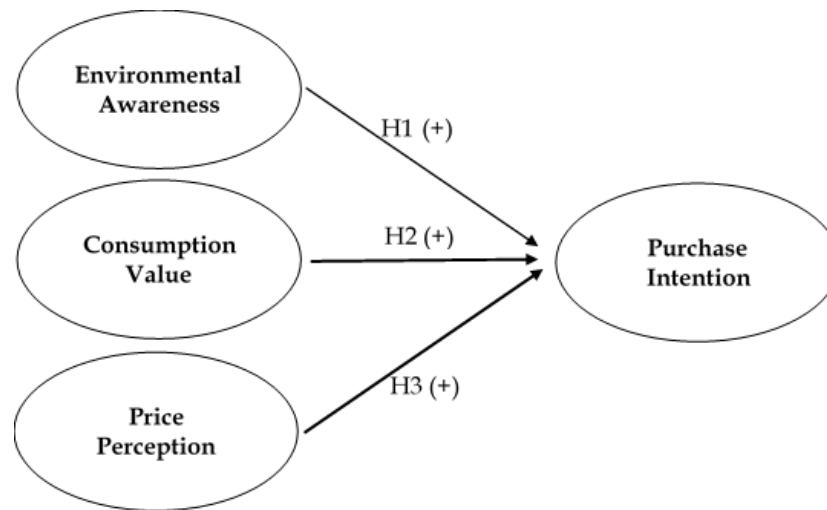
According to Long and Schiffman (2000) in Rizkalla and Setiadi (2020), the motivation behind individual purchase decisions and behavior is closely related to consumption values, which encompass aspects of environmentally friendly products. Goncalves et al. (2016) state that the impact of consumption values varies depending on the specific type of product, not just generally. This is supported by research from Maharum et al. (2017), Rizkalla and Setiadi (2020), and Gleny and Bernado (2023), which similarly state that consumption values influence the intention to buy green products. Indicators of consumption values according to Paly et al. (2021) include functional value, emotional value, social value, conditional value, and epistemic value.

H2: Consumption values have a positive and significant effect on purchase intention.

### ***Price Perception***

Price is the amount of money customers pay to acquire a specific product (Kotler & Armstrong, 2018). Price perception refers to the assessment of fairness in pricing set by companies. Consumers often consider previous prices, competitor prices, and cost of sales in this evaluation (Kaura et al., 2014). Supported by studies (Kusnanto et al., 2023) (Suratno et al., 2017) (Waskito and Witono, 2014), they have similarly stated that price perception influences the purchase intention of green products. According to Suparna (2015), indicators of price perception include consumer considerations about purchasing products, price-quality ratio, price competitiveness, and price-benefit suitability.

H3: Price perception has a positive and significant effect on purchase intention.



**Figure 1. Conceptual Framework**

## **METHODOLOGY**

This research uses a quantitative approach with descriptive methods to collect data through questionnaires. In this research, two data sources were used, namely primary data and secondary data. To collect primary data, researchers used probability sampling and simple random sampling methods. Data analysis was carried out using SPSS tools. The population in this study is limited, namely people who follow the Rubi Community Instagram in Indonesia which was founded by Avoskin. The number of respondents taken was around 100 Rubi Community Instagram followers who had never purchased Avoskin beauty products.

## **RESULTS**

This study employs a quantitative approach with a descriptive method through questionnaires, utilizing both primary and secondary data. The methods used include probability sampling and simple random sampling for primary data collection. The analysis was conducted using SPSS, with the population limited to 100 followers of the Rubi Community's Instagram in Indonesia who have never purchased Avoskin products.

Data analysis in this research was processed using SPSS 22 software. The researcher used SPSS data processing techniques to perform the analysis. The respondents in this study were predominantly women, accounting for 97%, with 50% aged between 21-25 years. On average, 58% of respondents were students with a monthly income between Rp1,000,000 - Rp3,000,000.

The data collection instrument tests included a validity test to assess the validity of the data collected using the questionnaire. An instrument is considered valid if the significance value is less than 5%, and invalid if it is more than 5%. The reliability test was conducted using Cronbach's Alpha, where a value greater than 0.6 is considered reliable.

Table 1. Validity Test Result

Variabel	Sig	Criteria	Conclusion
<b>Environmental Awareness (X1)</b>			
X1.1	0,000	0,05	Valid
X1.2	0,000	0,05	Valid
X1.3	0,000	0,05	Valid
X1.4	0,000	0,05	Valid
<b>Consumption Value (X2)</b>			
X2.1	0,000	0,05	Valid
X2.2	0,000	0,05	Valid
X2.3	0,000	0,05	Valid
X2.4	0,000	0,05	Valid
X2.5	0,000	0,05	Valid
<b>Price Perception (X3)</b>			
X3.1	0,000	0,05	Valid
X3.2	0,000	0,05	Valid
X3.3	0,000	0,05	Valid
X3.4	0,000	0,05	Valid
<b>Purchase Intention (Y)</b>			
Y.1	0,000	0,05	Valid
Y.2	0,000	0,05	Valid
Y.3	0,000	0,05	Valid
Y.4	0,000	0,05	Valid

Table 2. Reliability Test Result

Variabel	<i>Cronbach's Alpha</i>	Criteria	Conclusion
Environmental Awareness (X1)	0,805	0,60	Reliable
Consumption Value (X2)	0,853	0,60	Reliable
Price Perception (X3)	0,781	0,60	Reliable
Purchase Intention (Y)	0,843	0,60	Reliable

Based on the table above, it is presented that the questionnaire items are deemed valid and can be considered reliable as they show good consistency in the responses provided by the respondents.

This study employs classical assumption tests, which include normality tests, multicollinearity tests, and heteroscedasticity tests. The normality test is conducted to evaluate whether the residual values in the regression model follow a normal distribution. If the significance value is less than 0.05, the data is considered not normally distributed; conversely, if the significance value is greater than 0.05, the data is considered normally distributed. This study tests multicollinearity to assess the correlation between independent variables in the regression model, using the Variance Inflation Factor (VIF) and tolerance values. Tolerance must be greater than 0.1, and a VIF less than 10 indicates no multicollinearity. To detect heteroscedasticity in multiple linear regression, a scatterplot graph is used. If the data point pattern is not regular and is evenly dispersed above and below zero on the y-axis, it can be concluded that there is no heteroscedasticity.

Table 3. Komogorov-Smirnov test results exact method

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.39438051

Most Extreme Differences	Absolute	.096
	Positive	.084
	Negative	-.096
Test Statistic		.096
Asymp. Sig. (2-tailed)		.023 <sup>c</sup>
Exact Sig. (2-tailed)		.293
Point Probability		.000
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

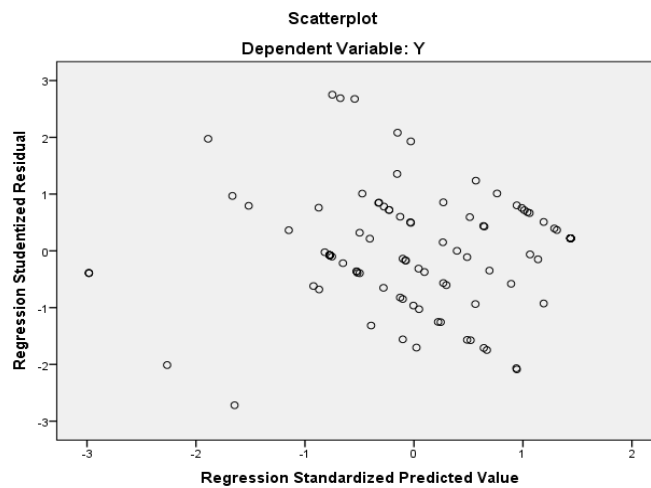
Based on the results of the exact method normality test, an exact sig value of 0.293 was found, which is greater than 0.05, so it can be concluded that the residual data in this research has a normal distribution, and the residual data can be used accurately.

Table 4. Multikolinieritas test results

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.767	1.430		1.236	.220		
	Environmental Awareness	.400	.107	.382	3.756	.000	.429	2.333
	Consumption Value	.203	.083	.257	2.450	.016	.401	2.495

	Price Perception	.242	.109	.210	2.228	.028	.496	2.014
a. Dependent Variable: Purchase Intention								

Based on the results of the multicollinearity test presented in the table above, it is known that the Variance Inflation Factor (VIF) for the environmental awareness variable is 2.333 with a tolerance value of 0.429. The consumption value variable has a VIF of 2.495 and a tolerance value of 0.401, while the price perception variable has a VIF of 2.014 and a tolerance value of 0.496. These three variables have VIF values less than 10 and tolerance values greater than 0.1. Therefore, it can be concluded that there is no strong correlation among the independent variables in this study, or in other words, there is no multicollinearity.



**Figure 2. Heteroscedasticity Test Results Scatterplot graph**

Based on the image above, it can be seen that the points are randomly dispersed above and below 0 on the Y-axis without forming a specific pattern. This indicates that there is no heteroscedasticity problem.

Descriptive analysis was used to describe respondents' assessments of the variables of environmental awareness, consumption value, and price perception towards purchase intention through questionnaires given to 100 respondents. The statistical tool used is the arithmetic mean. Respondents' environmental awareness had the highest average value of 4.37 and the lowest average of 4.33. These findings indicate that environmental awareness positively influences purchase intention, but understanding of the negative impacts of chemicals still needs to be improved. Respondents' consumption value had the highest average of 4.36 and the lowest average of 4.19. These findings suggest that consumers prioritize product quality in their decision to purchase Avoskin skincare, although emotional aspects also have an influence.



Respondents' price perception had the highest average of 4.42 and the lowest average of 4.38. These findings indicate that the decision to purchase Avoskin green skincare products is influenced by price considerations that align with the expected benefits.

In this study, multiple linear regression analysis was used to evaluate the impact of three independent variables: environmental awareness, consumption value, and price perception, on a single dependent variable, namely purchase intention. The results of the multiple linear regression analysis in this study indicate the following:

Table 5. Multiple Linear Regression Test Results

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.767	1.430		1.236	.220
	Environmental Awareness	.400	.107	.382	3.756	.000
	Consumption Value	.203	.083	.257	2.450	.016
	Price Perception	.242	.109	.210	2.228	.028
a. Dependent Variable: Purchase Intention						

Based on the regression equation, the relationship between the independent and dependent variables can be explained as follows: the constant ( $\beta_0$ ) of 1.767 indicates that when environmental awareness, consumption value, and price perception are zero, the purchase intention is 1.767. Environmental awareness has a regression coefficient of 0.382 with a positive influence, meaning that an increase of one unit in environmental awareness increases the purchase intention by 0.382. Consumption value has a regression coefficient of 0.257 with a positive influence, indicating that each one-unit increase in consumption value increases the purchase intention by 0.257. Price perception has a regression coefficient of 0.210 with a positive influence, meaning that each one-unit increase in price perception increases the purchase intention by 0.210.

The coefficient of determination ( $R^2$ ) is used to measure the extent to which environmental awareness, consumption value, and price perception as independent variables can explain and influence the dependent variable,

purchase intention, in this study. Below are the results of the coefficient of determination analysis displayed in the following table:

Table 6. Results of Determination Coefficient Analysis (R2)

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.758 <sup>a</sup>	.575	.562	1.4160
a. Predictors: (Constant), Kesadaran Lingkungan, Nilai Konsumsi, Persepsi Harga				
b. Dependent Variable: Niat Beli				

The results of coefficient determination in table above indicate an Adjusted R-Square of 0.562, suggesting that the variables (environmental awareness, consumption values, price perception) collectively influence purchase intention by 56.2%. The remaining 43.8% is influenced by other factors not included in this study.

T-tests were conducted in this study to evaluate whether each independent variable individually has a significant influence on the dependent variable. Below are the t-test results for the variables in this study:

Table 7. t Test Results

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.767	1.430		1.236	.220
	Environmental Awareness	.400	.107	.382	3.756	.000
	Consumption Value	.203	.083	.257	2.450	.016
	Price Perception	.242	.109	.210	2.228	.028
a. Dependent Variable: Purchase Intention						

Based on the t-test results in Table 7, the conclusions are as follows:

1. The environmental awareness variable has a significance value of 0.000 (smaller than 0.05), thus rejecting  $H_01$  and accepting  $H_{a1}$ , indicating that environmental awareness has a positive and significant influence on purchase intention of Avoskin green skincare products.
2. The consumption values variable has a significance value of 0.016 (smaller than 0.05), thus rejecting  $H_02$  and accepting  $H_{a2}$ , showing that consumption values have a positive and significant influence on purchase intention of Avoskin green skincare products.
3. The price perception variable has a significance value of 0.028 (smaller than 0.05), thus rejecting  $H_03$  and accepting  $H_{a3}$ , indicating that price perception has a positive and significant influence on purchase intention of Avoskin green skincare products.

## DISCUSSION

### *The Influence of Environmental Awareness on Purchase Intention*

Environmental awareness significantly influences consumer purchase intention, as evidenced by t-tests and multiple regression analysis ( $t = 3.756$ ,  $p = 0.000$ ). The positive beta coefficient indicates that higher environmental awareness increases the likelihood of consumers choosing eco-friendly products such as Avoskin skincare. The measurement instrument's validity and reliability regarding environmental awareness are robust, with a significance value of 0.000 for all items and a Cronbach's Alpha  $> 0.6$ . Respondents rated environmental awareness variables highly, especially regarding the use of eco-friendly products like Avoskin skincare (average 4.37). Environmental awareness reflects understanding and concern for environmental issues and pro-environmental behaviors such as recycling and using eco-friendly products. It not only determines consumer purchase intention but also reflects a commitment to supporting sustainability principles in daily life.

### *The Influence of Consumption Value on Purchase Intention*

Consumption value has a significant influence on consumer purchase intention for Avoskin skincare ( $t = 2.450$ ,  $p = 0.016$ ). The positive beta coefficient confirms that higher consumer perceptions of product value increase the likelihood of purchasing Avoskin skincare. Consumers who believe they will gain high value from this product, especially in terms of consistent quality and skin health benefits, tend to have stronger purchase intentions. The measurement instrument's validity for consumption value is significant at the 0.000 level, demonstrating its effectiveness in measuring consumer perceptions. The instrument's reliability is also confirmed with Cronbach's Alpha  $> 0.6$ , ensuring consistency in measuring consumption perceptions in this study.

### *The Influence of Price Perception on Purchase Intention*

Price perception influences consumer purchase intention for Avoskin skincare ( $t = 2.228$ ,  $p = 0.028$ ). Consumers who perceive the price as commensurate with the value received, particularly in terms of quality and

benefits, have stronger purchase intentions. High ratings for price perception, with the highest average score for the statement "the price of Avoskin skincare products is worth the benefits I will receive" (average score 4.42), indicate that consumers view the price of Avoskin products as an investment that matches the benefits they obtain, thereby enhancing their purchase intentions.

## **CONCLUSIONS AND RECOMMENDATIONS**

This study analyzes the influence of environmental awareness, consumption values, and price perception on consumers' purchase intention towards Avoskin's environmentally friendly skincare products. The research findings indicate that environmental awareness, consumption values, and price perception each have a significant positive impact on consumers' purchase intention. The implications of these findings suggest that to enhance consumers' purchase intention towards Avoskin products, the company should strengthen environmental awareness through educational campaigns focused on product sustainability. Additionally, enhancing perceived product value by emphasizing quality and clear benefits can positively influence purchase intention. Lastly, pricing strategies that consider consumer price perceptions are crucial, where pricing perceived as commensurate with the product's value can stimulate greater purchase intention. Therefore, effective management of these variables can support better marketing strategies for Avoskin's green skincare products.

## **FURTHER STUDY**

This research faces several challenges that will be of concern to researchers in the future. Firstly, the study is limited to respondents who are members of the Instagram Rubi community and users of Avoskin skincare products, suggesting that generalizing the results may not be applicable to a broader population. Secondly, the analysis results indicate an Adjusted R Square of 0.562, meaning variables such as environmental awareness, consumption values, and price perception can explain a significant portion (56.2%) of the variation in purchase intention, while the remaining 43.8% is influenced by other factors not examined in this study. Thus, this research provides valuable insights while also highlighting the need for further consideration regarding the generalization of results and additional factors influencing purchase intention.

## **ACKNOWLEDGMENT**

Considering the limitations of the researcher's knowledge and skills, the researcher acknowledges that this article still lacks in terms of language, writing, and presentation style. Therefore, they seek constructive criticism and helpful suggestions from various sources to ensure the perfection of this work.

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