

The Influence of Eco-Friendly Products, Product Quality, and Price on Purchase Decisions from an Islamic Business Perspective

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Abstract

This study aims to analyze the influence of environmentally friendly products, product quality, and price on the purchase decisions of Garnier products from an Islamic business perspective among Generation Z in Bandar Lampung. A quantitative causal associative approach was employed, involving 100 respondents selected using purposive sampling. Data were collected through questionnaires and analyzed using SmartPLS 4. The results indicate that environmentally friendly products, product quality, and price have a positive and significant effect on purchasing decisions, both partially and simultaneously, with price as the most dominant factor (coefficient 0.499). The R^2 value of 0.663 indicates that 66.3% of purchasing decisions are explained by these three variables. From an Islamic business perspective, these findings reflect the application of QS. Al-Qashash: 77 (environmental stewardship), the principle of ihsān (excellence in quality), and the principle of 'adl (fair pricing). The study recommends that companies strengthen their commitment to sustainability, maintain product quality, and set fair prices, while consumers should be more selective in considering these aspects.

Keywords: *Environmentally Friendly Products; Product Quality; Price; Purchase Decision; Islamic Business Perspective.*

Abstrak

Penelitian ini bertujuan menganalisis pengaruh produk ramah lingkungan, kualitas produk, dan harga terhadap keputusan pembelian produk Garnier dalam perspektif bisnis Islam pada masyarakat Generasi Z di Bandar Lampung. Penelitian menggunakan pendekatan kuantitatif bersifat kausal asosiatif dengan 100 sampel responden yang ditentukan melalui purposive sampling. Pengumpulan data menggunakan kuesioner dan dianalisis menggunakan SmartPLS 4. Hasil penelitian menunjukkan bahwa produk ramah lingkungan, kualitas produk, dan harga berpengaruh positif dan signifikan terhadap keputusan pembelian Garnier, baik secara parsial maupun simultan, dengan harga sebagai faktor paling dominan (koefisien 0,499). Nilai R^2 sebesar 0,663 menunjukkan bahwa 66,3% keputusan pembelian dijelaskan oleh ketiga variabel tersebut. Dalam perspektif bisnis Islam, temuan ini mencerminkan penerapan QS. Al-Qashash: 77 (menjaga lingkungan), prinsip ihsān (keunggulan kualitas), dan prinsip 'adl (keadilan harga). Penelitian merekomendasikan perusahaan untuk memperkuat komitmen keberlanjutan, menjaga kualitas produk, dan menetapkan harga yang adil, serta konsumen untuk lebih selektif dalam mempertimbangkan aspek-aspek tersebut.

Kata Kunci: *Produk Ramah Lingkungan; Kualitas Produk; Harga; Keputusan Pembelian; Perspektif Bisnis Islam.*

A. Introduction

Consumer lifestyle changes in the modern era show an increased awareness of environmental sustainability issues.¹ Today's consumers judge products not only by their functionality and appearance, but also by their impact on the environment. In the beauty and personal care industry, the trend of using environmentally friendly products is growing. Many cosmetic brands are beginning to implement the principle of sustainability in their production processes. One global brand that has shown a strong commitment to this issue is Garnier, through its "Green Beauty" initiative that promotes the use of natural materials, recycled packaging and reducing carbon footprint.²

Garnier's market performance, as reflected in the Top Brand Index over the 2023-2025 period, shows that the brand has consistently won awards in various categories, although with fluctuating market share. In the Face Mask category, Garnier ranked first with 32.10% in 2023, 26.10% in 2024, and 30.20% in 2025. For Facial Cleanser, Garnier also consistently ranked first with 17.70% in 2023, 17.70% in 2024, and 20.00% in 2025. Meanwhile, in the Facial Cleansing Soap category, Garnier dropped from second place (17.10% in 2023 and 14.30% in 2024) to third place with 14.40% in 2025. In the Facial Moisturizer category, Garnier consistently ranked second with 20.00% in 2023, 19.80% in 2024, and 20.00% in 2025. For Whitening Face Cream, Garnier also ranked second with 19.20% in 2023, 21.50% in 2024, and 22.80% in 2025. In the Anti-Aging category, Garnier rose from second place (24.60% in 2023 and 25.10% in 2024) to first place with 27.80% in 2025. Finally, in the BB Cream category, Garnier rose from second place with 14.50% in 2023 to first place with 23.50% in 2024 and 26.20% in 2025.³

Nevertheless, Garnier still managed to maintain its existence by being included in the ranks of the Top Brand Award winners during the 2023-2025 period. By 2025, most Garnier products are in first place in each category, although Facial Cleansing Soaps dropped to third place. This condition shows that even in the face of increasing competition, Garnier remains one of the consumer's preferred brands.

Data from the Kompas Dashboard via GoodStats (2024) shows the ranking of the top ten best care and beauty brands in Indonesian e-commerce from January 2022 to October 2024. In 2022 to 2023, Garnier was ranked 8th on the list, but dropped to 10th in 2024. Garnier's consistency at the bottom over the past two years reflects its weak competitiveness in the e-

¹ M. A. Ahmadi, "Pengaruh Kesadaran Lingkungan (Green Awareness) Akan Keputusan Pembelian Konsumen: Literature Review," *Journal Financial, Business and Economics* 1, no. 2 (2024): 1–12.

² S. S. Situmeang and D. Claretta, "Kampanye Slow Beauty Skincare di Kalangan Member Female Daily," *Jurnal Pustaka Komunikasi* 7, no. 2 (2024): 371–387.

³ Top Brand Award, "Top Brands Index Garnier 2023-2025," accessed 2025.

commerce market, especially in reaching young consumers such as Gen Z and millennials. This indicates the need for evaluation of digital marketing strategies, development of product innovations, as well as adjustments to sustainability trends and preferences of young consumers.⁴

This decline should be attributed to the issue of boycott. Garnier has been dragged into controversy over its support for Israel since 2014, and again received the spotlight after MUI Fatwa No. 83 in 2023. Although there is no official list of products that must be boycotted, many people include Garnier as a brand to avoid. This affects the perception of Muslim consumers who judge purchasing decisions not only from quality and price, but also from ethical values and an Islamic business perspective.

This study uses a dependent variable in the form of purchase decisions. According to Kotler & Keller, purchasing decisions are part of consumer behavior, namely how individuals, groups, or organizations choose products, services, or experiences to meet their needs and desires.⁵ This process involves evaluating and comparing brands until a purchase intention is formed.⁶ Thus, purchasing decisions reflect the psychological processes and actions of consumers before buying, which in this study are influenced by environmentally friendly products, product quality and price.

The first factor is environmentally friendly products. A green product is a good product for users and does not pollute the surrounding environment.⁷ Garnier demonstrates its commitment through sustainability initiatives, such as rejecting animal testing since 1989, partnering with TerraCycle in 2011 for upcycling, and launching the Green Beauty program in 2019 that focuses on reducing environmental impacts from materials, production processes, to packaging. Garnier uses recycled plastics (PET, PP, PE) and PCR (Post-Consumer Recycled) plastics, which in 2019 managed to reduce the use of new plastics by 32 tons, with a target of 100% PCR packaging by 2025. In addition, Garnier redesigned packaging to reduce plastic, ranging from smaller sachets, removing cellophane, to using FSC certified paper. This innovation confirms Garnier's role in presenting beauty products in harmony with the principles of environmental sustainability.

⁴ GoodStats, "Top Best Care & Beauty Brands in E-Commerce," based on Kompas Dashboard data, 2024.

⁵ D. Gunawan, *Keputusan Pembelian Konsumen Marketplace Shopee Berbasis Social Media Marketing* (PT Inovasi Pratama Internasional, 2022).

⁶ R. M. Maliki, Hanif, and S. Hilal, "Peran halal lifestyle dan brand image dalam pembuatan keputusan pembelian produk belanja online pada generasi z di Bandar Lampung," *AKUNTABEL: Jurnal Akuntansi Dan Keuangan* 20, no. 4 (2023): 484–494.

⁷ S. Widodo, "Pengaruh Green Product Dan Green Marketing Terhadap Keputusan Pembelian Produk Elektronik Merk Sharp Di Electronic City Cipinang Indah Mall Jakarta Timur," *Jurnal Ilmiah M-Progress* 10, no. 1 (2020): 23–34.

Some Garnier products that have used PCR packaging include Micellar Cleansing Water (with 25% PCR ingredients) and Sakura Glow Hyaluron Water-Glow Essence (using 100% PCR ingredients). Garnier targets all its product packaging to use 100% PCR plastic by 2025.⁸

Product quality is the ability of a product to demonstrate its function; this includes overall durability, reliability, accuracy, ease of operation, product repair, as well as other product attributes.⁹ In the context of cosmetics, quality includes ingredient safety, effectiveness of use, comfort, and a finish that meets consumer expectations.¹⁰ Although Garnier has presented a variety of skin and hair care products that are claimed to be of high quality, some consumers still leave varied reviews, especially regarding the compatibility of products with different skin types.

According to Kotler and Armstrong, price is a value that must be paid and exchanged by customers after using and benefiting from a product or service.¹¹ Quoted from Philip Kotler in Salsabila & Fasa, price has become the most important aspect in determining the decision of the buyers.¹² Garnier products are included in the middle price category, but still face stiff competition from local and international brands that offer cheaper prices or other added value, such as halal certification or special products for tropical skin. In sharia economy, fairness is very important to ensure that all parties feel benefited from the transactions made.¹³ According to Kotler, there are several indicators related to price, namely: 1) price affordability, 2) price compliance with product quality, 3) price competitiveness, 4) price compliance with benefits.¹⁴

Ajzen's definition of The Theory of Planned Behavior (TPB) describes the prediction of one's behavior based on one's attitude. Basically, attitudes are the result of the process of socialization and interaction of a person with his environment, combining thoughts, feelings and judgments about objects based on knowledge, understanding, opinions and beliefs and ideas, and causing a tendency to act on these objects. Thus, attitude is the tendency of a person to respond positively or negatively to objects along the cognitive, affective, and conative

⁸ Garnier, *Yuk, Kenalan dengan Kemasan Ramah Lingkungan dari Garnier!* (Garnier, 2021).

⁹ Philip Kotler and Gary Armstrong, *Principles of Marketing*, 14th ed. (Pearson, 2012).

¹⁰ N. A. Rahma and N. J. M. Putri, "Analisis Kualitas Pelayanan Terhadap Kepuasan Pelanggan: Perbandingan pada Toko Kosmetik Sociolla dengan Toko Kosmetik Guardian di Lippo Plaza Sidoarjo," *Bridging Journal of Islamic Digital Economics and Management* 2, no. 3 (2025).

¹¹ D. Y. Irawan, M. Iqbal, and I. Susanto, "Pengaruh Online Customer Rating, Kualitas Pelayanan Terhadap Loyalitas Pelanggan Transportasi Online Maxim Dalam Perspektif Bisnis Islam," *Jurnal Lentera Bisnis* 14, no. 2 (2025): 1934–1952.

¹² F. Salsabila and I. M. Fasa, "Pengaruh Harga Dan Kualitas Produk Terhadap Keputusan Pembelian," *JICN: Jurnal Intelek Dan Cendekiawan Nusantara* 1, no. 5 (2024): 7705–7711.

¹³ M. Ramadhani, M. I. Fasa, and I. Susanto, "Mengembangkan Bauran Pemasaran Yang Sesuai Syariah: Studi Tentang Peran Produk, Harga, Promosi, dan Tempat Di Bank Syariah," *JICN: Jurnal Intelek Dan Cendekiawan Nusantara* 1, no. 5 (2024): 8746–8755.

¹⁴ W. Larika and S. Ekowati, "Pengaruh Citra Merek, Harga Dan Promosi Terhadap Keputusan Pembelian Handphone Oppo," *Jurnal Manajemen Modal Insani Dan Bisnis (Jmmib)* 1, no. 1 (2020): 128–136.

dimensions.¹⁵ The relationship of this theory with the title researched by the author is to find out more about a person's behavior. Because the intention to behave can indicate the behavior that will be done by someone. Then this can explain that a person who has an interest in deciding to purchase will tend to take actions to achieve his desire to buy.

Based on pre-research with willing participants of 33 Gen Z respondents in Bandar Lampung, the majority were 21-25 years old and were students, with 69.7% being users of Garnier products. 54.5% of respondents know that Garnier produces environmentally friendly products, and 87.9% consider the environmentally friendly aspect important in choosing a product. In addition, 84.8% appreciated recycled packaging as an added value. Most respondents rated the quality of Garnier as good, although there were still 45.5% who felt that the product did not fit their skin type. In terms of price, 75.8% rated the price according to quality, and 63.6% considered the price before buying. However, only 33.3% of respondents buy regularly, although 66.7% are willing to recommend it. Preference for Garnier over other brands is still divided, with 48.5% stating they prefer Garnier.

Although research on the influence of environmentally friendly products, product quality, and price on cosmetic purchasing decisions has been conducted, there is still a significant research gap, especially in the context of Garnier products and Generation Z in Bandar Lampung viewed from the perspective of Islamic Business. The main gap lies in the lack of in-depth exploration of how Islamic business values and principles, such as the concept of *maslahah*, fairness in pricing (*al-thaman al-adil*), and social and environmental responsibility, moderate or mediate the relationship between these variables and the purchasing decisions of Gen Z Muslim consumers. Existing research tends to focus on conventional theoretical frameworks without explicitly integrating the ethical and Sharia dimensions of Islam, which is highly relevant to the increasingly conscious Muslim Gen Z segment of *halal* and *thayib* (good and quality) products. This creates an urgent need for studies that holistically bridge conventional aspects and Islamic principles in cosmetic buying behavior.

Based on the problems and explanations above, this study aims to test how influential and how significant the independent variables are to the dependent variable. This study is entitled "The Influence of Environmentally Friendly Products, Product Quality and Price on the Purchase Decision of Garnier Products from an Islamic Business Perspective (Study on Generation Z in Bandar Lampung)."

¹⁵ A. Wijanarko and M. Sajili, "Analisis Theory of Planned Behavior pada Perilaku Anti-Korupsi Mahasiswa Universitas Paramadina," *Ideas: Jurnal Pendidikan, Sosial, Dan Budaya* 9, no. 1 (2023): 163.

B. Research Method

This study uses a quantitative approach with a causal associative research type, which is conducted to determine the relationship between two or more variables. The results will be used to build a theory that can serve to explain, predict, and control a symptom.¹⁶ Data collection was carried out using questionnaires in the form of written questions or statements given to respondents.¹⁷ The population in this study is Generation Z in Bandar Lampung, totaling 296,828 people. The sample collection technique used non-probability sampling, specifically purposive sampling, where samples are selected based on certain considerations or criteria: 1) residing in Bandar Lampung, 2) belonging to Generation Z, 3) having purchased or wanting to purchase Garnier Micellar Cleansing Water and Sakura Glow Hyaluron Water-Glow Essence. To determine the research sample, the Slovin formula was used with a standard error of 10%, resulting in a sample of 100 respondents. The study employed a five-point Likert scale to measure respondents' attitudes and perceptions, ranging from "strongly agree" to "strongly disagree."

The data were processed using the application Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4 software for Windows. The data analysis techniques included validity test, reliability test, multiple regression test, hypothesis test, and coefficient of determination test. Validity testing used outer loading values with a minimum threshold of 0.70, while reliability testing used Cronbach's Alpha and Composite Reliability with a minimum value of 0.70. Hypothesis testing was conducted by examining the T-statistic (> 1.96) and p-value (< 0.05), and the coefficient of determination (R^2) was used to measure the extent to which the independent variables explain the dependent variable.

C. Discussion

1. The Influence of Environmentally Friendly Products (X1) on the Purchase Decision of Garnier Products (Y)

The results of this study indicate that environmentally friendly products have a positive and significant effect on the purchase decision of Garnier products among Generation Z in Bandar Lampung. This is evidenced by the original sample value of 0.232 with a T-statistic of 3.763 (> 1.96) and a p-value of 0.000 (< 0.05). These findings confirm that the more environmentally friendly a product is perceived to be, the higher the likelihood that consumers will decide to purchase it. In the context of Garnier, initiatives such as the use of PCR packaging, reduced plastic waste, and the Green Beauty program

¹⁶ M. Anshori and I. Iswati, *Metodologi Penelitian Kuantitatif*, ed. 1 (Pusat Penerbitan dan Percetakan UNAIR (AUP), 2009), 13.

¹⁷ Sugiyono, *Metode Penelitian Kuantitatif, Kualitatif, dan R&D* (Alfabeta, 2016), 142.

have become important considerations for Gen Z consumers who are increasingly concerned about environmental issues.¹⁸

These findings are in line with The Theory of Planned Behavior (TPB) proposed by Ajzen, which explains that individual attitudes and awareness of the environment can influence buying intentions and behavior.¹⁹ Consumers who care about the environment tend to choose environmentally friendly products as a form of participation in maintaining ecological sustainability. In the context of this study, Gen Z consumers in Bandar Lampung demonstrate a positive attitude toward Garnier's environmentally friendly initiatives, which then translates into their purchasing decisions. The cognitive dimension of attitude, namely knowledge about Garnier's environmental commitment, combined with the affective dimension, namely feelings of concern for the environment, ultimately shapes the conative dimension in the form of purchasing behavior.²⁰

This study is also supported by previous research conducted by Rahmawati and Soliha, which found that green product aspects provide added value and improve consumer purchasing decisions.²¹ Their research confirmed that environmentally friendly products are no longer just a trend but have become a primary consideration for consumers, especially among younger generations. Similarly, research by Widodo emphasized that green products are perceived as good products for users because they do not pollute the surrounding environment, thereby increasing consumer preference for such products.²² The consistency of these findings across different studies strengthens the argument that environmental friendliness is a crucial factor in modern consumer behavior.

From the perspective of Islamic business, the positive influence of environmentally friendly products on purchasing decisions reflects the principle of *maslahah* (public interest) and the prohibition of causing *maḍarat* (harm) on earth. Islam teaches that humans are *khalifah* (stewards) on earth who are responsible for maintaining the balance of nature. QS. Al-Qashash: 77 explicitly commands believers to seek the hereafter without forgetting their share of the world, to do good as Allah has done good to them,

¹⁸ Garnier, *Yuk, Kenalan dengan Kemasan Ramah Lingkungan dari Garnier!* (Garnier, 2021).

¹⁹ Icek Ajzen, "The Theory of Planned Behavior," *Organizational Behavior and Human Decision Processes* 50, no. 2 (1991): 179–211.

²⁰ A. Wijanarko and M. Sajili, "Analisis Theory of Planned Behavior pada Perilaku Anti-Korupsi Mahasiswa Universitas Paramadina," *Ideas: Jurnal Pendidikan, Sosial, Dan Budaya* 9, no. 1 (2023): 163.

²¹ D. A. Rahmawati Septia and Euis Soliha, "Pengaruh Green Product, Green Advertising dan Corporate Social Responsibility Terhadap Keputusan Pembelian Produk PT. Unilever Indonesia, Tbk," *Jurnal Ilmiah MEA (Manajemen, Ekonomi, dan Akuntansi)* 8, no. 1 (2024): 595.

²² S. Widodo, "Pengaruh Green Product Dan Green Marketing Terhadap Keputusan Pembelian Produk Elektronik Merk Sharp Di Electronic City Cipinang Indah Mall Jakarta Timur," *Jurnal Ilmiah M-Progress* 10, no. 1 (2020): 23–34.

and not to cause mischief on earth. Environmentally friendly products embody this command by minimizing environmental damage, reducing plastic waste, and promoting sustainable production. Therefore, when Gen Z Muslims choose Garnier products based on their environmental commitment, they are not merely making an economic transaction but also fulfilling a religious responsibility to protect the environment.

Thus, it can be concluded that the first hypothesis (H1) which states that environmentally friendly products have a positive and significant effect on purchasing decisions is accepted. Garnier's commitment to sustainability has proven to be an effective marketing strategy in attracting environmentally conscious Gen Z consumers in Bandar Lampung. For companies, this finding suggests that strengthening environmental aspects, such as using recycled packaging, reducing carbon footprints, and communicating these efforts transparently, will further increase consumer purchasing decisions. For future research, it is recommended to explore the mediating role of environmental awareness or the moderating role of Islamic religiosity in the relationship between environmentally friendly products and purchasing decisions.

2. The Influence of Product Quality (X2) on the Purchase Decision of Garnier Products (Y)

The second finding of this study shows that product quality has a positive and significant effect on the purchase decision of Garnier products. This is evidenced by the original sample value of 0.199 with a T-statistic of 2.123 (> 1.96) and a p-value of 0.034 (< 0.05). Although the coefficient value is smaller compared to environmentally friendly products and price, the significant effect indicates that product quality remains an important factor in influencing Gen Z consumers' decisions to purchase Garnier products. This finding implies that the better the quality of Garnier products perceived by consumers, the higher their purchase intention and actual purchasing decisions.

This result aligns with the theory proposed by Kotler and Keller, which states that quality is the ability of a product to meet the needs and satisfaction of consumers.²³ In the context of cosmetics, product quality includes ingredient safety, effectiveness of use, comfort, and the final finish that meets consumer expectations. Garnier, as a global brand, has offered various skin and hair care products with claimed high quality. However, the pre-survey results of this study indicated that 45.5% of respondents still felt that Garnier products did not fit their skin type. Nevertheless, the majority of respondents rated

²³ Philip Kotler and Kevin Lane Keller, *Marketing Management*, 15th ed. (Pearson, 2016).

Garnier's quality as good, which is reflected in the significant positive influence of product quality on purchasing decisions.²⁴

This study is consistent with research conducted by Alfiah, Suhendar, and Yusuf, which found that product quality has a significant positive effect on purchasing decisions, meaning that purchasing decisions are greatly influenced by product quality factors.²⁵ Their research emphasized that consumers are willing to pay more and remain loyal to brands that consistently deliver high-quality products. In the beauty industry, where product safety and effectiveness are paramount, quality serves as a non-negotiable attribute. Gen Z consumers, despite being price-sensitive, still prioritize quality because cosmetic products directly affect their skin health and appearance. Garnier's ability to maintain consistent quality across its product lines, particularly the Micellar Cleansing Water and Sakura Glow Hyaluron Water-Glow Essence, has contributed to the positive perception of its product quality.²⁶

From the perspective of Islamic business, product quality is closely related to the principle of *ihsān* (doing good or excelling in one's actions). Islam encourages Muslims to produce and consume products that are *ṭayyib* (good, pure, and wholesome), not merely *ḥalāl* (permissible). The concept of *ṭayyib* encompasses quality, safety, and benefit. The Prophet Muhammad PBUH said, "Verily, Allah loves that when one of you does a job, he does it with excellence" (Hadith narrated by Al-Bayhaqī). In the context of cosmetic products, this means that producers must ensure that their products are safe, effective, and comfortable for consumers. Garnier's efforts to maintain product quality, such as using safe ingredients and conducting dermatological tests, can be seen as an implementation of the *ihsān* principle. When Muslim consumers choose Garnier based on its quality, they are exercising their right to obtain *ṭayyib* products as mandated by Islamic teachings.

Therefore, the second hypothesis (H2) which states that product quality has a positive and significant effect on purchasing decisions is accepted. Although the influence of product quality is slightly lower than the other two variables, it remains a crucial determinant. Companies must continue to maintain and improve product quality through innovation, safety testing, and responsiveness to consumer feedback. For Gen Z

²⁴ Pre-survey results from 33 Gen Z respondents in Bandar Lampung, 2025.

²⁵ A. Alfiah, A. Suhendar, and M. Yusuf, "Pengaruh Kualitas Produk, Citra Merek dan Harga terhadap Keputusan Pembelian Vinyl Flooring Merek Taco di CV Indosanjaya Kota Bandung," *SEIKO: Journal of Management & Business* 6, no. 1 (2023): 492–503.

²⁶ N. A. Rahma and N. J. M. Putri, "Analisis Kualitas Pelayanan Terhadap Kepuasan Pelanggan: Perbandingan pada Toko Kosmetik Sociolla dengan Toko Kosmetik Guardian di Lippo Plaza Sidoarjo," *Bridging Journal of Islamic Digital Economics and Management* 2, no. 3 (2025).

consumers in Bandar Lampung, product quality serves as a basic requirement that must be met before considering other factors such as price or environmental friendliness. Future research could explore how product quality interacts with brand image or halal certification in influencing purchasing decisions among Muslim consumers.

3. The Influence of Price (X3) on the Purchase Decision of Garnier Products (Y)

The third finding of this study reveals that price has the most dominant influence on the purchase decision of Garnier products compared to environmentally friendly products and product quality. This is evidenced by the original sample value of 0.499 with a T-statistic of 5.810 (> 1.96) and a p-value of 0.000 (< 0.05). The coefficient value of 0.499 indicates that price contributes nearly twice as much to purchasing decisions compared to the other two variables. This finding implies that for Gen Z consumers in Bandar Lampung, price is the primary consideration when deciding to purchase Garnier products, surpassing concerns about environmental friendliness and product quality.

This result is consistent with the theory proposed by Kotler and Armstrong, which states that price is the only element of the marketing mix that generates revenue, while simultaneously being the main factor in consumer decisions.²⁷ In the context of this study, factors such as price affordability, price compliance with product quality, price competitiveness, and price compliance with benefits all play significant roles. The pre-survey results showed that 63.6% of respondents considered the price before buying, and 75.8% rated the price of Garnier products as appropriate to their quality. However, only 33.3% of respondents purchased Garnier products regularly, indicating that despite positive perceptions of price, affordability remains a barrier to consistent purchasing behavior, especially among students who formed the majority of respondents.

This study is supported by research conducted by Malik, Jayanti, and Sanjaya, which found a positive influence between price and purchasing decisions, although their study reported a non-significant effect.²⁸ The difference in significance may be attributed to differences in product categories, respondent characteristics, or market contexts. In the cosmetic industry, price sensitivity is particularly high among Gen Z consumers who are typically students with limited disposable income. Garnier, positioned in the middle price category, faces stiff competition from local brands offering cheaper alternatives and from international brands offering premium value. The finding that price is the most dominant

²⁷ Philip Kotler and Gary Armstrong, *Principles of Marketing*, 14th ed. (Pearson, 2012).

²⁸ A. S. Malik, A. Jayanti, and V. F. Sanjaya, "Pengaruh Harga Dan Kualitas Produk Terhadap Keputusan Pembelian Pada Baju Thrift Di Shabira Store Kabupaten Tulang Bawang," *Srikandi: Journal of Islamic Economics and Banking* 1, no. 2 (2022): 95–102.

factor suggests that Gen Z consumers in Bandar Lampung prioritize economic value over environmental or quality attributes when their budget is constrained. This does not mean that environmental friendliness and quality are unimportant, but rather that price acts as a primary filter in the purchasing decision process.²⁹

From the perspective of Islamic business, the dominant influence of price on purchasing decisions must be understood through the lens of *al-thaman al-'ādil* (fair pricing). Islam strongly emphasizes fairness in pricing and prohibits exploitative practices such as *ghabn* (cheating), *ihtikār* (hoarding), and *gharar* (excessive uncertainty). The Prophet Muhammad PBUH said, "Do not cheat, do not hoard, do not deceive, and do not bid up prices to harm others" (Hadith narrated by Muslim). Fair pricing means that the price charged must reflect the value of the product, be affordable to consumers, and provide a reasonable profit to sellers without causing harm to either party. In the context of Garnier products, the finding that price is the most dominant factor indicates that Gen Z Muslim consumers are highly sensitive to price fairness. They compare Garnier's prices with competing brands and evaluate whether the benefits received justify the cost. Garnier's position in the middle price category is perceived as fair by most respondents, which explains the positive and significant influence on purchasing decisions.

Thus, the third hypothesis (H3) which states that price has a positive and significant effect on purchasing decisions is accepted. Moreover, price is the most dominant factor among the three independent variables. For companies, this finding suggests that pricing strategy is a critical tool for influencing Gen Z consumers. Offering competitive prices, providing value-for-money propositions, implementing promotional pricing, and ensuring price transparency are essential strategies. For Gen Z consumers, while they care about environmental and quality aspects, their ultimate purchasing decision is heavily constrained by their budget. Future research could explore the moderating role of income level or financial literacy on the relationship between price and purchasing decisions among Gen Z consumers.

4. The Simultaneous Influence of Environmentally Friendly Products, Product Quality, and Price on Purchase Decisions (Y)

The fourth finding of this study demonstrates that environmentally friendly products, product quality, and price simultaneously have a significant positive effect on the purchase decision of Garnier products among Generation Z in Bandar Lampung. This

²⁹ F. Salsabila and I. M. Fasa, "Pengaruh Harga Dan Kualitas Produk Terhadap Keputusan Pembelian," *JICN: Jurnal Intelek Dan Cendekiawan Nusantara* 1, no. 5 (2024): 7705–7711.

is evidenced by the ANOVA test results, which show an F-count value of 62.953 with a p-value of 0.000 (< 0.05). The Sum of Squares Regression value of 66.300, which is greater than the Sum of Squares Error of 33.701, indicates that the variation described by the model is larger than the unexplained variation. Furthermore, the Mean Square Regression value (22.100) is substantially larger than the Mean Square Error (0.351), reinforcing the evidence that the three independent variables collectively contribute significantly to explaining purchasing decisions.

The coefficient of determination (R^2) value of 0.663 indicates that 66.3% of the variation in purchasing decisions can be explained by the variables of environmentally friendly products, product quality, and price, while the remaining 33.7% is influenced by other factors outside the research model. This R^2 value is considered substantial in social science research, indicating that the three variables are strong predictors of purchasing decisions. The remaining 33.7% could be explained by other variables such as brand image, halal certification, promotion, celebrity endorsements, social media marketing, or cultural factors.³⁰ The substantial R^2 value also confirms that the regression model used is appropriate (fit) to explain the relationship between the independent variables and the dependent variable.

When associated with The Theory of Planned Behavior (TPB), these findings reflect that positive attitudes are formed from consumer perceptions of environmentally friendly products and good quality products. Subjective norms arise from social judgments about reasonable and fair prices, especially within the peer-oriented Gen Z community. Perceived behavioral control is obtained when consumers feel able to purchase products according to their preferences, which in this case is influenced by their assessment of price affordability.³¹ The TPB framework helps explain how these three variables work together: a Gen Z consumer who has a positive attitude toward Garnier's environmental initiatives (attitude), believes that their peers approve of purchasing Garnier products (subjective norm), and feels capable of affording the products (perceived behavioral control) will have a strong intention to purchase, which then leads to an actual purchasing decision.

From the perspective of Islamic business, the simultaneous positive influence of these three variables reflects the holistic principles of *maslahah* (public

³⁰ R. M. Maliki, Hanif, and S. Hilal, "Peran halal lifestyle dan brand image dalam pembuatan keputusan pembelian produk belanja online pada generasi z di Bandar Lampung," *AKUNTABEL: Jurnal Akuntansi Dan Keuangan* 20, no. 4 (2023): 484–494.

³¹ Icek Ajzen, "The Theory of Planned Behavior," *Organizational Behavior and Human Decision Processes* 50, no. 2 (1991): 179–211.

interest), *ihsān* (excellence), and *'adl* (justice). Environmentally friendly products embody the principle of not causing *fasād* (mischief) on earth, product quality embodies the principle of delivering *tayyib* (good and wholesome) products, and fair pricing embodies the principle of *al-thaman al-'ādil* (fair price).³² Gen Z Muslim consumers in Bandar Lampung, as shown in this study, do not rely on a single factor but rather integrate all three considerations when making purchasing decisions. This integrative approach is consistent with the Islamic worldview that life is holistic and that economic decisions must balance material, social, spiritual, and environmental considerations. The significant F-test result confirms that these Islamic business principles are not merely theoretical constructs but are actively applied by Muslim consumers in their daily purchasing behavior.

Therefore, it can be concluded that environmentally friendly products, product quality, and price simultaneously have a positive and significant effect on the purchase decision of Garnier products. Companies should not focus on only one aspect but must integrate environmental sustainability, quality assurance, and fair pricing into their overall marketing strategy. For Gen Z consumers, this finding validates that their purchasing decisions are multidimensional, reflecting their concerns about the environment, their demand for quality, and their budget constraints. Future research could explore additional variables, such as halal certification or brand reputation, to further enhance the explanatory power of the model and to better understand the remaining 33.7% of factors influencing purchasing decisions.

5. The Influence of Environmentally Friendly Products, Product Quality, and Price on Purchase Decisions from an Islamic Business Perspective

The findings of this study, when analyzed from the perspective of Islamic business, reveal that Gen Z Muslim consumers in Bandar Lampung integrate religious values into their purchasing decisions. Environmentally friendly products, product quality, and price are not viewed solely through economic or functional lenses but are also evaluated based on their alignment with Islamic principles. The positive and significant influence of these three variables on purchasing decisions demonstrates that Muslim consumers are increasingly conscious of their role as *khalifah* (stewards) on earth and their obligation to

³² M. Ramadhani, M. I. Fasa, and I. Susanto, "Mengembangkan Bauran Pemasaran Yang Sesuai Syariah: Studi Tentang Peran Produk, Harga, Promosi, dan Tempat Di Bank Syariah," *JICN: Jurnal Intelek Dan Cendekiawan Nusantara* 1, no. 5 (2024): 8746–8755.

engage in transactions that bring *maslahah* (benefit) to themselves, society, and the environment while avoiding *maḍarat* (harm).³³

Regarding environmentally friendly products, the Islamic business perspective emphasizes the prohibition of causing *fasād* (mischief) on earth as stated in QS. Al-Qashash: 77. This verse commands believers to seek the hereafter without forgetting their share of the world, to do good as Allah has done good to them, and not to cause mischief on earth. According to Ibn Kathīr, this verse contains the command to make full use of Allah's favor with kindness (*ihsān*) as well as the prohibition of making mischief (*fasād*) on earth, whether in the form of fraud, injustice, or exploitation of natural resources.³⁴ Meanwhile, Quraish Shihab interprets this verse as an encouragement for humans to maintain balance in socio-economic life by doing good to others through responsible consumption and production behaviors.³⁵ Garnier's environmentally friendly initiatives, such as using PCR packaging and reducing plastic waste, align with this Quranic injunction by minimizing environmental harm. When Gen Z consumers choose Garnier based on its environmental commitment, they are fulfilling their religious duty to protect nature.

Regarding product quality, the Islamic business perspective emphasizes the principle of *ihsān* (excellence) and the obligation to produce and consume *ṭayyib* (good and wholesome) products. The Qur'an repeatedly commands believers to consume *ḥalālan ṭayyiban* (lawful and good) as stated in QS. Al-Baqarah: 168. In the context of cosmetics, *ṭayyib* encompasses not only permissibility but also safety, effectiveness, comfort, and overall quality. The Prophet Muhammad PBUH said, "Verily, Allah loves that when one of you does a job, he does it with excellence" (Hadith narrated by Al-Bayhaqi).³⁶ This hadith implies that producers must ensure their products meet high-quality standards, and consumers have the right to expect quality in the products they purchase. Garnier's efforts to maintain product quality through ingredient safety, dermatological testing, and continuous innovation reflect the implementation of *ihsān*. The significant positive influence of product quality on purchasing decisions indicates that Gen Z Muslim consumers prioritize quality as a manifestation of their right to obtain *ṭayyib* products.

³³ A. Frasetya, Hanif, and A. Kurniawan, "Pengaruh Love of Money dan Family Conditions terhadap Minat Berwirausaha dengan Dukungan Religius Sebagai Variabel Mediasi dalam Prespektif Bisnis Islam," *MES Management Journal* 4 (2025): 704–716.

³⁴ Ismā'īl ibn 'Umar Ibn Kathīr, *Tafsīr al-Qur'ān al-'Azīm* (Riyadh: Dār Ṭayyibah, 1999).

³⁵ M. Quraish Shihab, *Tafsīr al-Mishbah: Pesan, Kesan, dan Keserasian Al-Qur'an* (Jakarta: Lentera Hati, 2002).

³⁶ Al-Bayhaqi, *Shu'ab al-Īmān*, hadith no. 5313.

Regarding price, the Islamic business perspective emphasizes the principle of *'adl* (justice) and *al-thaman al-'ādil* (fair pricing). Islam prohibits *ghabn* (cheating), *ihtikār* (hoarding), and any form of price manipulation that harms consumers. The Prophet Muhammad PBUH said, "Do not cheat, do not hoard, do not deceive, and do not bid up prices to harm others" (Hadith narrated by Muslim).³⁷ Fair pricing means that the price must reflect the true value of the product, be affordable to consumers, and provide a reasonable profit to sellers without causing *ḍarar* (harm) to either party. The finding that price is the most dominant factor influencing purchasing decisions among Gen Z consumers in Bandar Lampung indicates that these consumers are highly sensitive to price fairness. They compare Garnier's prices with competing brands and evaluate whether the benefits received justify the cost. Garnier's middle-price positioning is perceived as fair by most respondents, which explains the positive and significant influence on purchasing decisions. This aligns with the Islamic principle that transactions must be based on mutual consent and fairness.³⁸

In conclusion, from an Islamic business perspective, the findings of this study confirm that Gen Z Muslim consumers in Bandar Lampung make purchasing decisions based on a holistic integration of environmental responsibility (reflecting QS. Al-Qashash: 77), product quality (reflecting the principle of *iḥsān* and *tayyib*), and price fairness (reflecting the principle of *'adl* and *al-thaman al-'ādil*). These three variables are not merely economic or functional considerations but are imbued with religious significance. Companies targeting Muslim consumers, particularly Gen Z, must therefore ensure that their products are not only halal but also environmentally friendly, high-quality, and fairly priced. The significant influence of these variables on purchasing decisions demonstrates that Islamic business principles are not abstract ideals but are actively applied by Muslim consumers in their daily lives. Future research should further explore how other Islamic business principles, such as *ṣidq* (truthfulness) and *tabligh* (transparent communication), influence consumer behavior in various product categories.

D. Conclusion

This study concludes that environmentally friendly products, product quality, and price have a positive and significant effect on Garnier's purchasing decisions among Generation Z in Bandar Lampung, both partially and simultaneously, with price as the most dominant factor as

³⁷ Muslim ibn al-Hajjāj, *Ṣaḥīḥ Muslim*, hadith no. 1413.

³⁸ Salmalia Hera Dewinta et al., "Penerapan Etika Bisnis dalam Pasar Tradisional Berdasarkan Perspektif Islam," *TIJARAH: Jurnal Ekonomi, Manajemen, dan Bisnis Syariah* 1, no. 2 (2024): 182–191.

evidenced by its coefficient value of 0.499 compared to 0.232 for environmentally friendly products and 0.199 for product quality. The R^2 value of 0.663 indicates that 66.3% of the variation in purchasing decisions is explained by these three variables, while the remaining 33.7% is influenced by other factors outside the research model such as brand image, halal certification, or promotion. These findings are in line with The Theory of Planned Behavior (TPB) which explains that attitudes toward environmentally friendly products and quality, subjective norms regarding fair prices, and perceived behavioral control collectively shape purchasing intentions and behavior. From an Islamic business perspective, the results reflect the application of QS. Al-Qashash: 77 which emphasizes not causing mischief on earth (environmentally friendly products), the principle of *ihsān* or excellence in action (product quality), and the principle of *'adl* or fairness in pricing. The study's suggestions for companies are to continue strengthening their commitment to environmental aspects, maintaining product quality, and setting fair prices to be more accepted by Muslim consumers; for consumers to be more selective by considering sustainability, quality, and price fairness; and for future research to expand the research object or add other variables such as brand image or halal promotion to achieve more comprehensive results.

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