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# The Influence of Green Marketing Communication and Green Influencer Expertise on Green Purchase Behavior at Brand N'Pure

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**Abstract**

The beauty industry in Indonesia has experienced rapid growth in recent years, particularly in the skincare sector, accompanied by a significant shift in consumer behavior toward environmentally friendly and sustainable products. This phenomenon, known as green consumerism, has compelled brands to adopt green marketing strategies while also giving rise to challenges such as greenwashing. In this context, the role of influencers with credible expertise in conveying green messages has become increasingly important in shaping consumer purchasing decisions. This research aims to analyze the influence of green marketing communication and green influencer expertise on green purchase behavior. A quantitative method with a survey approach was employed, with data obtained through the distribution of questionnaires to 170 respondents and processed using SPSS with multiple linear regression analysis. The results show that green marketing communication and green influencer expertise simultaneously have a significant effect on green purchase behavior, with an F-test significance value of 0.000. A coefficient of determination ($R^2$) of 0.631 indicates that 63.1% of the variation in green purchase behavior can be explained by both independent variables in the model, while the remainder is attributable to other variables outside the scope of the study. Partially, green influencer expertise has a positive and significant effect on green purchase behavior, while green marketing communication shows a significant effect in the negative direction based on the regression model results. The credibility and expertise of influencers are thus the most dominant variables in influencing respondents' green purchasing behavior

## INTRODUCTION

The beauty industry in Indonesia has experienced very rapid growth in recent years, especially in the skincare category. Data from the Food and Drug Supervisory Agency of the Republic of Indonesia (BPOM, 2025) It shows that the number of registered cosmetic products has increased by more than 20% in the last five years. This development is in line with the increasing public interest in beauty products that not only provide effective results, but are also considered safer and more environmentally friendly. Increasing public awareness of skin health, lifestyle needs, and exposure to digital information has made the demand for skin care products increasing year by year. This growth was followed by a shift in consumer behavior that no longer only judged products from functional benefits, but also from ethical values and environmental sustainability. This shift in consumer value is known as green consumerism.

Within this concept, consumers prefer products that have claims to be environmentally friendly, made from natural materials, safe for the skin, and produced with an ethical and transparent process. Survey data reported from the online portal (Good Stats, 2024) shows that

84% of Indonesians admit to having used sustainable products (eco-friendly). A report from Statista shows that more than 60% of consumers in several countries, including Indonesia, prefer natural products (IKM.Ministry of Industry, 2025).

This phenomenon does not only occur in developed countries, but also becomes a strong trend in Indonesia, including in developing cities. These findings are in line with (Rahmadhani et al., 2024) which explains that green marketing practices in the beauty industry play an important role in shaping consumers' positive perception of brands.

Green consumerism emerged due to growing concerns about the long-term effects of chemical products, health issues, and environmental degradation. Consumers are starting to consider the content of materials, long-term safety, and how companies communicate sustainability aspects. In the beauty industry, this trend is reflected in the increasing number of products that carry the concept of natural, organic, vegan, halal, and eco-friendly. Companies that are able to position themselves as green brands are considered to have strong added value in the eyes of modern consumers.

The development of environmental awareness among Indonesian consumers has encouraged companies to adopt green marketing strategies as part of their marketing activities. Research by (Chen et al., 2024) shows that green marketing contributes significantly to purchasing decisions in the Fast Moving Consumer Goods industry.

However, the increasing demand for green products also presents its own challenges, especially related to the phenomenon of greenwashing. Greenwashing refers to misleading marketing practices when a company claims its products are environmentally friendly when they are not supported by sufficient evidence or are only cosmetic. According to (Badhwar et al., 2024), greenwashing can undermine consumer confidence in green claims and make the sustainable product market uncredible in the long run. Therefore, a clear, transparent, and fact-based green marketing communication strategy is needed.

Green Marketing Communication (GMC) is a communication strategy that emphasizes messages related to sustainability, the use of natural ingredients, product safety, and the brand's commitment to the environment (Iliopoulou et al., 2024). This communication is very important to educate consumers and form a positive perception of a brand. Green Marketing Communication includes explanations of natural active ingredients, production processes that do not damage the environment, company policies related to zero waste, and the use of environmentally friendly packaging. In the context of the skincare industry, Green Marketing Communication is very effective because consumers are increasingly concerned about the impact of chemicals on the skin and the environment.

Along with the development of digital media, social media has now become an important part of the lives of the Indonesian people. Based on data (DataReportal, 2024), Indonesia has at least 139 million active social media users, making it one of the countries with the highest social media insights in the world. In the beauty industry, influencers are the main source of information for most consumers, because they are considered able to provide honest reviews and practice the use of products directly. The role of influencers is also increasingly important in skincare marketing. Influencers are trusted because they are considered closer, authentic, and able to explain products more simply than brands directly. However, not all influencers have a deep understanding of ingredients, product safety, or sustainability. Therefore, Green Influencer Expertise is an important aspect. Influencers who have competence in the field of

beauty, understand the content of skincare, and can correctly explain the benefits of products can increase the credibility of promotions. Based on Source Credibility Theory, expertise is one of the main factors that make a communicator considered credible and convincing.

On the other hand, the effectiveness of influencer marketing in the context of green marketing has also been empirically proven. For example, (Ramdan et al., 2023) examined the influence of influencer marketing and green marketing on the brand awareness of traditional culinary MSMEs, and found that consumer trust in influencers strengthened the relationship. Furthermore, the green storytelling approach is an effective communication strategy to encourage green buying intentions. An influencer with a high GIE is able to articulate the complexity of natural ingredients, explain the significance of organic certification, and dissect the environmental impact of a product in an easy-to-understand and convincing way. This skill, as described in Source Credibility Theory (Ohanian, 2010) are the key components that make a persuasive message effective.

Ultimately, the goal of all these green marketing efforts is to influence Green Purchase Behavior, which is the real actions of consumers in choosing, buying, and consistently using products that they believe are better for the environment (Shang et al., 2024).

Within the Indonesian skincare industry, N'Pure is one of the local brands that continues to position itself as a brand that uses natural and environmentally friendly ingredients. N'Pure is known for its formulations that prioritize natural ingredients such as Centella Asiatica, Marigold, and Cica Series. The brand also highlights the principle of clean beauty, which is a product that is free of harmful ingredients and safe for sensitive skin. In recent years, N'Pure has grown tremendously through digital marketing and collaborations with beauty influencers. However, in the context of green brands, N'Pure's success is not only seen from the branding, but also the extent to which consumers really understand the green values offered.

For consumers in cities like Cirebon, which is part of the urban area of West Java, exposure to skincare brands is very high. Cirebon has the characteristics of a developing city with an increasing level of beauty consumption, driven by the presence of modern shopping centers such as Grage Mall and Cirebon Superblock, as well as the many modern cosmetic stores. The trend of using natural skincare is also widespread among teenagers and young adults in Cirebon who are active on social media, follow beauty influencers, and tend to look for products that are safe for the skin. Thus, the Cirebon context is very relevant to research the influence of Green Marketing Communication and Green Influencer Expertise on Green Purchase Behavior.

This research is based on the Theory of Planned Behavior (Ajzen, 1991) which explains that consumer behavior is influenced by beliefs, norms, and perceptions of control, where Green Marketing Communication and Green Influencer Expertise play a role in shaping behavioral beliefs that drive Green Purchase Behavior. Although previous studies have proven a positive relationship between green marketing and green purchasing behavior and the importance of the role of influencers in marketing, there is still a research gap related to testing the influence of these two variables simultaneously, especially on local skincare brands in developing countries such as Indonesia. Therefore, this study aims to analyze the influence of Green Marketing Communication and Green Influencer Expertise, both partially and simultaneously, on the Green Purchase Behavior of N'Pure skincare consumers in Cirebon City. Theoretically, this study is expected to enrich the green marketing literature and test the

relevance of the Theory of Planned Behavior in the context of green marketing and local brands. Practically, the results of the research can be the basis for N'Pure in developing a more effective green communication strategy, selecting influencers who have competence and credibility in the environmental field, and designing educational campaigns that are able to improve consumers' green purchasing behavior. In addition, this research is also expected to contribute to regulators and related institutions in encouraging transparency of environmentally friendly claims, increasing the credibility of green marketing, and strengthening the role of influencers as a means of education for the public.

## METHOD

### Research Design

This research uses an associative quantitative approach that aims to analyze the relationship and influence between two independent variables on one bound variable (Scott, 2020) Explains that the associative approach is used to examine causal relationships, both directly and indirectly, so that it is able to explain how much influence independent variables have on dependent variables. In this study, Green Marketing Communication ($X_1$) and Green Influencer Expertise ($X_2$) were tested for their influence on Green Purchase Behavior (Y), both partially and simultaneously.

### Population and Sample

The population in this study is all consumers of local N'Pure skincare products who are domiciled in Cirebon City. Sugiyono (2020) defines a population as a whole of objects or subjects that have certain characteristics and qualities that are determined by the researcher as study material to then draw conclusions.

The sampling technique applied was nonprobability sampling with a purposive sampling approach, which was chosen because this study required respondents with specific criteria, including: domiciled in Cirebon City, aged 17–34 years, having bought or used N'Pure skincare products, and knowing the existence of N'Pure's promotional media both through advertisements and influencers. The determination of these criteria aims to ensure that each respondent really has experience and exposure to the variables being studied, so that the data obtained can accurately represent the research phenomenon. Based on the guidelines (Hair Jr et al., 2021), the minimum sample size is set at 5–10 times the number of indicators. With a total of 33 indicators, this study established 170 respondents as the number of samples that are considered adequate.

### Data Types and Sources

This study uses primary data obtained directly from respondents through the distribution of online questionnaires. The data collected reflects respondents' perceptions of Green Marketing Communication, Green Influencer Expertise, and Green Purchase Behavior.

### Data Collection Techniques

The data collection instrument used was a questionnaire with a five-point Likert scale, ranging from 1 which stated "Strongly Disagree" to 5 which stated "Strongly Agree". This scale is used to measure respondents' perceptions and attitudes towards all indicators of the three research variables.

### Validity and Reliability Tests

Validity testing was performed using the Pearson Product Moment correlation test with

the help of SPSS. A statement item is declared valid if the value of r is greater than r of the table at the significance level of $\alpha = 0.05$ and the significance value is below 0.05. Meanwhile, the reliability test uses Cronbach's Alpha coefficient, where the instrument is declared reliable if the value of the coefficient reaches 0.60 or more.

**Data Analysis Techniques**

The data analysis in this study was carried out using the SPSS program through several stages. First, descriptive analysis is used to describe and summarize the characteristics of respondents. According to (Pe & Costa, 2009), descriptive statistics is a procedure that aims to describe and organize data from a set of observations without making generalizations outside the dataset, thus producing a representative summary through numerical statistics and graphs.

Second, the classical assumption test is carried out through three tests. The normality test used the Kolmogorov-Smirnov method and the P-Plot graph, where the data was declared to be normally distributed if the significance value exceeded 0.05. The multicollinearity test was carried out by examining the values of Tolerance and Variance Inflation Factor (VIF); multicollinearity does not occur if the Tolerance value is above 0.10 and the VIF is below 10. The heteroscedasticity test was carried out using a scatterplot graph and the Glejser test, where the model is declared free of heteroscedasticity if no specific pattern is found on the graph and the significance value exceeds 0.05.

Third, multiple linear regression analysis was used to test the influence of $X_1$ and $X_2$ on Y, with the equation $Y = a + b_1X_1 + b_2X_2 + e$. This model allows researchers to identify the influence of each independent variable partially or together on the purchasing behavior of N'Pure's eco-friendly products.

Fourth, the determination coefficient ($R^2$) test is used to measure the contribution of independent variables in explaining dependent variables. In multiple regression analysis, the value used is the Adjusted R Square, which shows the percentage of influence of the independent variable overall, while the rest is explained by other factors outside the model.

Fifth, the hypothesis test is carried out through two approaches: the t-test to test the influence of each independent variable partially, and the F-test to test the influence of all independent variables simultaneously. Both tests used hypothesis acceptance criteria if the significance value was less than 0.05.

**Research Location and Time**

This research was carried out in Cirebon City as a data collection location, with the consideration that the source of the research data comes from consumers who are domiciled in the area. The time for the research to be carried out is from December 2025 to January 2026.

## RESULTS AND DISCUSSION

**Overview of Research Objects**

The object of this study is individuals who have purchased NPure Products, either in person or online. Although the exact number of this population could not be identified, the researchers used the formula Hair et al to determine the required sample count totaling 170 respondents. Respondents involved in this study must meet certain criteria, including gender (can be male or female), minimum age of 17 years and maximum of 34 years, domiciled in Cirebon, have at least one purchase experience. Data collection was carried out through the use of questionnaires distributed online through social media platforms such as Whatsapp and

Instagram and directly through the distribution of pamphlets containing questionnaire QR codes. This questionnaire is in the form of a Google Form that respondents can fill out online.

**Data Analysis**

The conceptual hypothesis proposed is that there is an alleged influence of Green Marketing Communication on Green Purchase Behavior, Green Influencer Expertise on Green Purchase Behavior, Green Marketing Communication and Green Influencer Expertise on Green Purchase Behavior. The calculation results of the overall SPSS model are as follows:

**1. Instrument Testing**

**a. Respondent Characteristics**

**1) Characteristics of Informants on Gender**

**Table 1. Characteristics of Informants on Gender**

| Gender | Frequency | Introduce yourself |
|---|---|---|
| **Male** | 32 | 18,82% |
| **Women** | 138 | 81,18% |
| **Total** | 170 | 100% |

Source: Primary data processed (2026)

Based on the table above, it is known that out of a total of 170 respondents, female respondents amounted to 138 people or 81.8%, while male respondents were 32 people or 18.82%. This shows that the study respondents are dominated by women.

**2) Characteristics of Informants on Age**

**Table 2. Characteristics of Informants on Age**

| Gender | Frequency | Introduce yourself |
|---|---|---|
| 17-20 years old | 27 | 15,8% |
| 21-25 years old | 129 | 75,8% |
| 25-34 years old | 14 | 8,4% |

Source: Primary data processed (2026)

Based on the table above, it is known that out of a total of 170 respondents, 129 people or 75.8% are dominated by the 21-25 year old age group, followed by 27 people or 15.8% and 14 years old or 8.4% of the 25-34 year old age group. These results show that most of the respondents are in the age of Generation Z, which is considered relevant in providing an assessment perception of sustainable product purchasing behavior.

**b. Validity Test**

The validity test is used to measure the validity or validity of a questionnaire (Ghozali, 2018).

**Table 3. Validity Test Results**

| Green Marketing Communication (X1) | | | Green Influencer Expertise (X2) | | | Green Purchase Behavior (Y) | | |
|---|---|---|---|---|---|---|---|---|
| Statement Item | Total Pearson Correlation | Information | Statement Item | Total Pearson Correlation | Information | Statement Item | Total Pearson Correlation | Information |
| X1.1 | 0.570 | Valid | X2.1 | 0.657 | Valid | Y.1 | 0.541 | Valid |
| X1.2 | 0.471 | Valid | X2.2 | 0.751 | Valid | Y.2 | 0.603 | Valid |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| X1.3 | 0.580 | Valid | X2.3 | 0.711 | Valid | Y.3 | 0.545 | Valid |
| X1.4 | 0.470 | Valid | X2.4 | 0.747 | Valid | Y.4 | 0.629 | Valid |
| X1.5 | 0.630 | Valid | X2.5 | 0.721 | Valid | Y.5 | 0.619 | Valid |
| X1.6 | 0.670 | Valid | X2.6 | 0.670 | Valid | Y.6 | 0.618 | Valid |
| X1.7 | 0.610 | Valid | | | | Y.7 | 0.578 | Valid |
| | | | | | | Y.8 | 0.514 | Valid |
| | | | | | | Y.9 | 0.556 | Valid |
| | | | | | | Y.10 | 0.708 | Valid |
| | | | | | | Y.11 | 0.701 | Valid |
| | | | | | | Y.12 | 0.479 | Valid |
| | | | | | | Y.13 | 0.694 | Valid |
| | | | | | | Y.14 | 0.597 | Valid |
| | | | | | | Y.15 | 0.695 | Valid |
| | | | | | | Y.16 | 0.651 | Valid |
| | | | | | | Y.17 | 0.643 | Valid |
| | | | | | | Y.18 | 0.583 | Valid |
| | | | | | | Y.19 | 0.668 | Valid |
| | | | | | | Y.20 | 0.677 | Valid |
| | | | | | | Y.21 | 0.493 | Valid |
| | | | | | | Y.22 | 0.677 | Valid |
| | | | | | | Y.23 | 0.624 | Valid |
| | | | | | | Y.24 | 0.640 | Valid |
| | | | | | | Y.25 | 0.533 | Valid |
| | | | | | | Y.26 | 0.682 | Valid |
| | | | | | | Y.27 | 0.614 | Valid |
| | | | | | | Y.28 | 0.766 | Valid |
| | | | | | | Y.29 | 0.649 | Valid |
| | | | | | | Y.30 | 0.668 | Valid |
| | | | | | | Y.31 | 0.660 | Valid |

Source: Primary data processed using SPSS (2026)

Based on the results of the validity measurement carried out with bivariate correlation between each indicator score and the total construct using SPSS, the correlation value of all question instruments showed a significant value > 0.05. Therefore, all statements in this research questionnaire are said to be valid.

**c. Reliability Test**

The reliability test is carried out to examine that the research measuring tool has a reliable level of reliability and produces data that is relevant to the research objectives. This test was used to evaluate the level of stability of respondents using research instruments (Soesana et al., 2023).

**Table 4. Reliability Test Results**

| Variable | Cronbach's Alpha | N of Items |
|---|---|---|
| Green Marketing Communication | 0,651 | 7 |
| Green Influencer Marketing | 0,803 | 6 |
| Green Purchase Behavior | 0,946 | 31 |

Source: Primary data processed using SPSS (2026)

According to the table above, the value of Cronbach's Alpha for the Green Marketing Communication (X1) variable is 0.651, the Green Influencer Expertise (X2) variable is 0.803 and the Green Purchase Behavior (Y) variable is 0.946, while the research variable is considered reliable if the Cronbach's Alpha value > 0.6. That way, all variables contained in

this study can be considered to have a good level of reliability.

## 2. Descriptive Analysis

Descriptive analysis provides statistics that include the mean value, standard deviation, minimum value, and maximum of each variable. This analysis aims to provide relevant information in the data and the results can be used to solve a problem (Imam Ghozali, 2018). Based on the results of data processing on 170 respondents, the following results were obtained.

**Table 5.**

**Descriptive Statistics**

| | N | Minimum | Maximum | Mean | Std. Deviation |
|---|---|---|---|---|---|
| Total_X1 | 170 | 19 | 35 | 28.89 | 3.049 |
| Total_X2 | 170 | 15 | 30 | 23.92 | 3.376 |
| Total_Y | 170 | 82 | 155 | 124.99 | 15.359 |
| **Valid N (listwise)** | **170** | – | – | – | – |

Source: Primary data processed using SPSS (2026)

Based on the results of descriptive statistical analysis, it is known that the number of respondents analyzed in this study is 170 respondents and all data are declared valid for processing (Valid N = 170).

a. The Green Marketing Communication (X1) variable has a minimum value of 19 and a maximum of 35, with an average value of 28.89 and a standard deviation of 3.049. These results show that respondents' perception of Green Marketing Communication is in the category of quite high and the variation of respondents' answers is not too widespread
b. The Green Influencer Expertise (X2) variable has a minimum value of 15 and a maximum of 30, with an average value of 23.92 and a standard deviation of 3.376. These results show that respondents' perceptions of influencer skills are in the medium and close to high categories and the variation of respondents' answers is not too widespread.
c. The Green Purchase Behavior (Y) variable has a minimum value of 82 and a maximum of 155, with an average value of 124.99 and a standard deviation of 15.359. This shows that the level of green purchasing behavior of respondents is in the medium and close to high category with the variation of answers still within reasonable limits and not too widespread.

## 3. Classic Assumption Test

### a. Normality Test

The implementation of normality tests is carried out to ensure that the interference or residue variables in the regression model follow the normal distribution (Jane, 2021). This test can be measured using the Kolmogorov-Smirnov Test. If the value of asymp sig (2-tailed) > 0.05, it means that the data is distributed normally. (Indartini & Mutmainah, 2024).

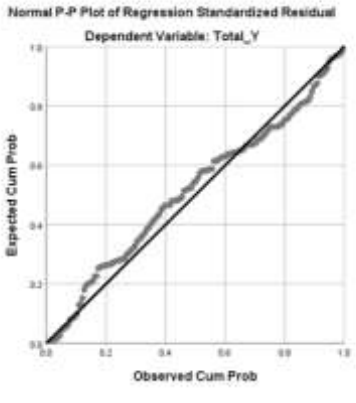


**Figure 1. Normality Test P-Plot Graph**

Source: Primary data processed using SPSS (2026)

**Table 6.**

**One-Sample Kolmogorov–Smirnov Test**

| | | Unstandardized Residual |
|---|---|---|
| N | | 170 |
| Normal Parametersa,b | Mean | .0000000 |
| | Std. Deviation | 9.32809717 |
| Most Extreme Differences | Absolute | .047 |
| | Positive | .047 |
| | Negative | -.035 |
| Test Statistic | | .047 |
| Asymp. Sig. (2-tailed) | | .200[c,d] |

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

Source: Primary data processed using SPSS (2026)

The distribution of data in the study spread and along a diagonal line, so that it can be concluded that the data has a normal distribution. This can be supported by the Kolmogorov-Smirnov test seen in the table above that the value of Asymp. The Sig (2-tailed) in the test was 0.200 > 0.05 which means it is normally distributed.

**b. Multicollinearity Test**

Multicollinearity tests were performed to detect the presence or absence of significant relationships between independent variables of multiple linear regression models (Setya Budi et al., 2024). The multicollinearity test is seen from the tolerance value of < 0.10 and its opponent, VIF < 10 (Imam Ghozali, 2018). The following are the results of the multicollinearity test:

**Table 7. Multicollinearity Test Results**

| Coefficients[a] | | | |
|---|---|---|---|
| | | Collinearity Statistics | |
| **Model** | | **Tolerance** | **VIF** |
| 1 | GMC | .928 | 1.077 |
| | GIE | .928 | 1.077 |

a. **Dependent Variable:** GPB

Source: Primary data processed using SPSS (2026)

Because the tolerance value for the > variable is 0.10 and the VIF value of the two variables < 10. So it can be concluded that the two variables do not occur multicollinearity or disruptive variables.

**c. Heteroscedasticity Test**

This test is performed to ensure that the residual variance remains constant despite changes in the predictor values. In other words, there should be no relationship between the disruptive or residual variable and the independent variable (Indartini & Mutmainah, 2024). This test was carried out with a scatterplot. The following are the results of the heterokedasticity test:

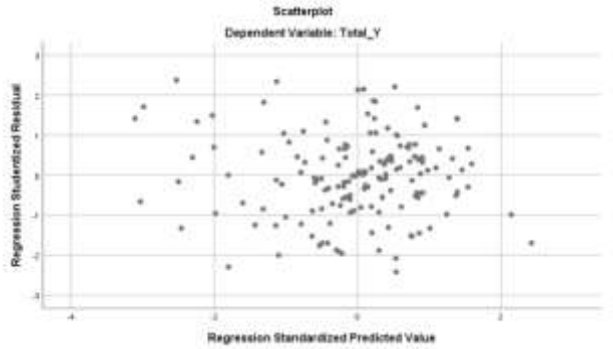


**Figure 2. Heteroscedasticity Test Scatterplot**

Source: Primary data processed using SPSS (2026)

**Table 8. Glejser Test Results**

**Coefficients**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | (Beta) | | |
| 1 | (Constant) | 14.678 | 3.452 | – | 4.252 | .000 |
| | Total_X1 | .004 | .079 | .004 | .056 | .956 |
| | Total_X2 | -.314 | .136 | -.183 | -2.318 | .022 |

a. **Dependent Variable:** ABRESID

Source: Primary data processed using SPSS (2026)

Based on the scatterplots graph, it can be seen that the dots are randomly spread both above and below the number 0 on the Y axis, meaning that there is no heterokedasticity in the regression model. To be sure, a glycer test was carried out where the value of sig > 0.05 means that there is no heteroscedasticity

1) The variable X1 has a significance value of 0.956 > 0.05
2) The X2 variable also has a significance value of 0.022 < 0.05

So the variable X1 meets the assumption of heteroscedasticity, while the variable X2 does not meet the assumption of heteroscedasticity. So not all classical assumptions are fulfilled. According to (Wibowo et al., 2021) Further tests can be carried out, namely with the Spearman's rho method. The following are the results using the Spearman's rho test:

**Table 9. Spearman's Rho Correlation Test**

| Correlations | | | | | |
|---|---|---|---|---|---|
| | | | **Total_X1** | **Total_X2** | **Unstandardized Residual** |
| Spearman's rho | **Total_X1** | Correlation Coefficient | 1.000 | .510** | .048 |
| | | Sig. (2-tailed) | . | .000 | .531 |
| | | N | 170 | 170 | 170 |
| | **Total_X2** | Correlation Coefficient | .510** | 1.000 | .020 |
| | | Sig. (2-tailed) | .000 | . | .797 |
| | | N | 170 | 170 | 170 |
| | **Unstandardized Residual** | Correlation Coefficient | .048 | .020 | 1.000 |
| | | Sig. (2-tailed) | .531 | .797 | . |
| | | N | 170 | 170 | 170 |

** Correlation is significant at the 0.01 level (2-tailed)

Source: Primary data processed using SPSS (2026)

In the table, all sig values are known. (2-tailed) each GMC 0.531 to GIE 0.797 then it can be concluded that the regression model is free from heterokedasticity.

## 4. Multiple Linear Regression Test

Multiple linear regression analysis is a statistical method used to determine the influence of Green Marketing Communication's and Green Influencer Expertise's independent variables on Green Purchase Behavior-bound variables (Imam Ghozali, 2018).

**Table 10. Multiple Linear Regression Test Results**

| Coefficients[a] | | | | | | |
|---|---|---|---|---|---|---|
| | | **Unstandardized Coefficients** | | **Standardized Coefficients** | **t** | **Sig.** |
| **Model** | | **B** | **Std. Error** | **Beta** | | |
| 1 | (Constant) | 81.039 | 5.652 | – | 14.337 | .000 |
| | Total_X1 | -1.345 | .129 | -.510 | -10.455 | .000 |
| | Total_X2 | 3.461 | .222 | .761 | 15.596 | .000 |

**a. Dependent Variable:** Total_Y

Source: Primary data processed using SPSS (2026)

Based on the table above, multiple linear regression equations can be formed as follows:

**GPB = 81,039-1,345GMC+3,461GIE+e**

a. Based on the above equation the constant value in the regression equation is 81.039, which means that if the variables GMC and GIE are valued at 0 then the GPB value is 81.039.
b. Based on the table above, the value of the regression coefficient in the GMC variable is -1.345, showing that each GMC variable increases by one unit, then the GPB decreases by 1.345.
c. Based on the table above, the value of the regression coefficient in the GIE variable is 3.461, showing that each GIE variable increases by one unit, then the GPB increases by

3.461.

**5. Determinant Coefficient Test**

R-square ($R^2$), or the coefficient of determination, shows how much an independent variable is able to provide an explanation for the dependent variable (Indartini & Mutmainah, 2024).

**Table 11. Coefficient of Determination Test Results**

| Model Summary[b] | | | | |
|---|---|---|---|---|
| **Model** | **R** | **R Square** | **Adjusted R Square** | **Std. Error of the Estimate** |
| 1 | .794[a] | .631 | .627 | 9.384 |

a. **Predictors:** (Constant), Total_X2, Total_X1
b. **Dependent Variable:** Total_Y

Source: Primary data processed using SPSS (2026)

It is known that the adjusted R square value is 0.627 so it means that the variables of Green Marketing Communication and Green Inflencer Expertise have an overall impact of 62.7% on the Green Purchase Behavior variable and the remaining 37.3% are influenced by other variables outside the scope of this study.

**Hypothesis Test**

**1. T Test (Hypothesis)**

The T-test is used to compare the averages between two data groups. This test aims to determine whether there is a significant difference between the two groups. If the sig < 0.05, then the variable has a significant effect (Imam Ghozali, 2018). The following table of the results of the hypothesis t-test:

**Table 12. T Test**

| Coefficients[a] | | | | | | |
|---|---|---|---|---|---|---|
| | | **Unstandardized Coefficients** | | **Standardized Coefficients** | **t** | **Sig.** |
| **Model** | | **B** | **Std. Error** | **Beta** | | |
| 1 | (Constant) | 81.039 | 5.652 | – | 14.337 | .000 |
| | Total_X1 | -1.345 | .129 | -.510 | -10.455 | .000 |
| | Total_X2 | 3.461 | .222 | .761 | 15.596 | .000 |

a. **Dependent Variable:** Total_Y

Source: Primary data processed using SPSS (2026)

The result of the Significance value (Sig) for the Green Marketing Communication (X1) variable is 0.00 (< 0.05). Therefore, the X1 variable has an influence on the Y variable. Green Influencer Expertise (X2) 0.000 (< 0.05) so that the X2 variable has an influence on the Y variable.

**2. F Test (Simultaneous)**

The F test is used to compare variances covering two or more data groups. This test is commonly applied in analysis of variance (ANOVA) to determine whether there is a significant difference between the averages of more than two groups.

**Table 13. F Test**

| ANOVA[a] | | | | | | |
|---|---|---|---|---|---|---|
| **Model** | | **Sum of Squares** | **df** | **Mean Square** | **F** | **Sig.** |
| 1 | Regression | 25159.730 | 2 | 12579.865 | 142.863 | .000[b] |
| | Residual | 14705.264 | 167 | 88.055 | | |
| | Total | 39864.994 | 169 | | | |

a. Dependent Variable: Total_Y
b. Predictors: (Constant), Total_X2, Total_X1

Source: Primary data processed using SPSS (2026)

Independent variables are considered to have a significant influence on dependent variables when the significance value is below 0.05.

Based on the analysis output using SPSS, it was obtained that the sig value was 0.000 < 0.05 so that the variables of Green Marketing Communication (X1) and Green Influencer Expertise simultaneously had a relevant effect on the variable Green Purchase Behavior (Y), so that the model is suitable for application to analyze and accept hypotheses.

**The Influence of Green Marketing Communication on Green Purchase Behavior**

The results of the t-test showed that the Green Marketing Communication variable had a t-value of -10.455 with a significance value of 0.000 (< 0.05). This shows that Green Marketing Communication has a significant effect on Green Purchase Behavior, so the first hypothesis is accepted. The value of the regression coefficient of -1.345 with a standardized beta of -0.510 indicates a significant influence in the model. These findings suggest that elements of green marketing communication such as clarity of environmental messages, transparency of information, and consistency of claims remain factors influencing consumers' green purchasing behavior.

**The Influence of Green Influencer Expertise on Green Purchase Behavior**

The Green Influencer Expertise (X2) variable obtained a t-value of 15.596 with a significance of 0.000 (< 0.05), so that the second hypothesis was accepted. The regression coefficient of 3.461 with a beta of 0.761 showed a positive and most dominant influence in the model. This means that the higher the level of expertise, knowledge, and credibility of the influencer, the higher the tendency of consumers to do Green Purchase Behavior. The role of competent influencers has been proven to strengthen consumers' confidence and purchasing decisions towards eco-friendly products.

**The Simultaneous Influence of Green Marketing Communication and Green Influencer Expertise on Green Purchase Behavior**

The results of the F test showed an F value of 142.863 with a significance of 0.000 (< 0.05). This shows that Green Marketing Communication and Green Influencer Expertise simultaneously have a significant effect on Green Purchase Behavior, so the third hypothesis is accepted.

An R-Square value of 0.627 indicates that 62.7% of the variation in Green Purchase Behavior can be explained by both independent variables in the model, while 37.3% is

influenced by other factors outside the study. An R-value of 0.794 also indicates that the model relationship is relatively strong. Simultaneously, Green Marketing Communication and Green Influencer Expertise have an influence on Green Purchase Behavior. These findings suggest that the combination of the right green marketing message and credible influencer endorsement is an important factor in driving eco-friendly buying behavior. However, there are still other factors outside the research model that also influence green purchasing behavior that can be further researched in the next study.

## CONCLUSION

Based on the results of the study, it can be concluded that Green Marketing Communication and Green Influencer Expertise have a positive and significant effect on Green Purchase Behavior, both partially and simultaneously. These findings show that effective marketing communication in conveying eco-friendly values, supported by influencers who have expertise and credibility in the environmental field, is able to increase consumers' tendency to buy eco-friendly products. However, this study has limitations because it only involves respondents in Cirebon City and uses data obtained through questionnaires so that it depends on respondents' perceptions. Therefore, further research is recommended to expand the scope of the region, use more diverse research methods, and add other variables such as green trust and brand awareness to obtain more comprehensive results. In addition, companies are advised to strengthen their Green Marketing Communication strategy through the delivery of transparent, consistent, and educational environmental information, as well as choose influencers who have relevant expertise and credibility so that messages about environmentally friendly products are more trustworthy and effective in encouraging consumer purchasing behavior.

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