

CHAPTER V

CLOSING

5.1 Conclusion

The purpose of this study was to examine the effect of environmental awareness, health consciousness, and green perceived value on the green repurchase intention of Consumers of Green K-beauty Skincare Products in Indonesia. This research was conducted using a quantitative approach which included collecting primary data obtained from online questionnaires. Questionnaires were distributed through WhatsApp social media groups, direct messages, Instagram, and Twitter using Google Forms media which were distributed to consumers K-beauty product skincare in Indonesia consisting of 200 respondents.

In the 3 research hypothesis formulations various tests were carried out such as descriptive analysis, measurement model evaluation (convergent validity, discriminant validity, and reliability test), structural model evaluation (R²-Square), and hypothesis testing was carried out using SmartPLS 4.0. After all, data has been successfully collected and processed using SmartPLS 4.0 and Microsoft Excel. The following are the conclusions of this study based on the results of data processing that has been done:

- 1) Environmental awareness has a negative and non-significant effect on the green repurchase intention of green skincare K-beauty products. So, it can be concluded that environmental awareness does not trigger consumers' tendency to repurchase K-beauty skincare products.
- 2) Health consciousness has a positive and significant effect on repurchase intention for green K-beauty skincare products in Indonesia. So, it can be concluded that the higher the Health Consciousness, the higher the green repurchase intention for green K-beauty skincare products. The proves that the health consciousness of consumers, the more green repurchases intention of consumers will also increase.

3) Green perceived value has a positive and significant effect on Green Repurchase among consumers of green K-beauty skincare products in Indonesia. This proves that the better the green perceived value Consumers, the Green Repurchase intention of Consumers will also increase.

5.2 Implications Research

For the future Based on the results obtained from this study, it provides practical implications, this research can be used as an alternative reference and can add the latest information and insights in developing knowledge in the field of factor that influence consumer behavior in repurchasing intention of brand K-beauty skincare products.

1. The environmental awareness variable shows that it has negative and no significant effect on green repurchase intention towards environmentally friendly K-beauty products, meaning that a person's environmental awareness does not trigger that person to have a tendency to repurchase green K-beauty products. Considering the importance of environmental awareness in the context of sustainable purchasing, efforts can be made to increase education and information to consumers regarding the benefits and positive impacts of choosing K-beauty skincare products.

2. The health consciousness variable shows that there is a positive and significant influence on repurchasing green products, which means that awareness of the environment is one of the triggers for someone to have a tendency to repurchase green skincare products from Korea. Therefore, the suggestion that needs to be made is to increase consumers repurchase intentions for K-beauty skincare products, companies must further increase consumers' health consciousness. for example, holding healthy living movement events to build public awareness about healthy lifestyles, starting with physical activity and supported by consuming healthy products. Through this event, the company can also indirectly educate the public about the importance of health awareness that every individual has because with higher health consciousness the public will tend to be smarter in choosing healthy

and safe products, not just looking at the price. but also, the benefits and uses of a product and what negative or positive effects we will get if we consume this product.

3. The green perceived value variable shows that there is a positive and significant influence on the repurchase of green products, meaning that the higher the value perceived by consumers is one of the triggers for someone to have a tendency to repurchase green skincare products from Korea. Therefore, the suggestion that needs to be made is that for K-beauty companies whose products carry green marketing, it is hoped that they can maintain and increase the Green Perceived Value of their products or services, because the Green Perceived Value variable has a significant influence on increasing Green Repurchase Intention. The company is expected to continue to innovate to create environmentally friendly products that are unique and different from previous products, update the information on the website so that it can educate its consumers, and collaborate with influencers from various countries to educate the public about the benefits of using green K-beauty skincare products for the body and the environment.

5.3 Research Limitations

Based on the research that has been done, the researcher realizes that the research result is not perfect and has limitations, several limitations can be concluded, as follows:

1. The number of samples used in this study is limited to only 200 samples, so it is still insufficient to describe the real situation of the respondents.
2. This research implements the survey method based on online questionnaires only without interviewing the respondents. It makes different perception answers from respondents comparing the facts and the distribution of the questionnaire was uneven.
3. In the data collection process, the information provided by respondents through questionnaires sometimes does not show the actual opinions of respondents, this happens because sometimes different thoughts, assumptions, and the different understanding of each respondent, as well as

other factors such as the honesty factor in filling in the respondent's opinion in the questionnaire.

5.4 Research Recommendations

From the limitations of researchers in completing this research, there are several suggestions for further researchers with similar topics, namely as follows:

1. Based on this research study, the R-value is still in the low category, further research will be able to maximize the research model by adding several independent variables that affect green repurchase intention. Further research is needed: The results of this research can be a starting point to conduct further research that considers additional variables that can influence consumer repurchase intention. For example, research can involve factors such as consumer income, Product knowledge, preferences for environmentally friendly products, or psychological factors that influence perceptions and attitudes toward the environment. Apart from environmental awareness, this research can involve consumer purchasing motivations related to the environment, whether because of personal need or because of social pressure.
2. It is hoped that future researchers can increase the number of samples that become respondents so that the research results obtained can be better.
3. It is hoped that future researchers can expand and increase data sources, not only quantitative data from questionnaires but also data obtained from other methods such as interviews and so on.