International Journal of Management Science and Information Technology
IJMSIT

E-ISSN: 2774-5694 P-ISSN: 2776-7388 OPEN ACCESS

Volume 6 (2), July-December 2026, 3269-3279
DOI: https://doi.org/10.35870/ijmsit.v6i2.7112

Investigating The Impact of Green Marketing Components on Purchase Intention on The Body Shop: The Mediating Role of Brand Image and Trust

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Article history:
Received May 6, 2026
Revised November 11, 2026
Accepted November 18, 2026

Abstract

In this era of globalisation, business is competition is becoming increasingly fierce. In the modern era, brands in the market world have become very important in understanding consumer behaviour and consumer knowledge about a brand. Green marketing greatly influences consumer knowledge in purchasing green product, because it influences consumer purchasing intentions. This study investigates the impact of green marketing and its factors on purchase intention through green brand trust and green brand image. This study examines six relationships, spesificaly: green knowledge, attitude, green brand image, green brand trust and purchase intention. This research method involves distributing a questionnaire to collect data from 170 consumers using The Body Shop in Indonesia and analysed using smart PLS. The results of this research show that green brand behaviour, green brand image, green brand trust and green packaging and branding strongly impact green brand image, green brand trust and purchase intention. However, green brand knowledge and green packaging and branding are very insignificant in the brand image hypothesis green brands and green brand trust. Previous research has mostly focused on green product knowledge, attitudes, green brand packaging and branding, green brand image and brand trust on consumer purchase intention. Increasing consumer demand for environmentally friendly products. Future research is expected to assess product quality, customer satisfaction and consumer behaviour intentions.

Keywords:
Attitude; Green Brand Image; Green Brand Knowlegde; Green Packaging and Branding; Green Brand Trust; Purchase Intention.

1. INTRODUCTION

Business competition is becoming increasingly fierce in this era of globalization. In the modern era, brands in the market world have become very important in understanding consumer behaviour and consumer knowledge about a brand. In the survey, 88% of environmental sustainability is very important but in 2014, 55% of consumers have made environmental sustainability a top priority, they are willing to pay for the for eco-friendly goods. In order to create an environmetally friendly brand, consumer knowledge or an understanding of brand knowledge is needed because it is very impottant for companies as it is easy for consumes to distinguish environmentally friendly brands (Villagra et al., 2021). Consumer's brand knowledge is not just about the brand name or logo, but about quality, value and brand image (Marques et al., 2020). Requires marketing efforts with an eco-friendly approach is needed, with safe and enviromentally friendly benefits (Szabo & Webster, 2021). Consumers who are conscious of sustainability can stimulate consumer interest in eco-friendly purchasing behavior (Yener et al., 2023). So, consumer awareness requires attitude.

The importance of attitudes in shaping consumer behaviour is that they influence consumer purchase intentions towards environmetally friendly products (Awan et al., 2022). A constructive mindset towards a sustainable brand can encourage customers to buy go green products and adopt a green lifestyle (Alamsyah et

al., 2020). Due to the factors that can influence consumer attitudes, because psychological factors and consumer attitude values, are very important to purchase levels (Liao et al., 2020). Attitudes influence consumer purchases because packaging persuades. Product packaging can influence positive or negative consumer reactions (Theben et al., 2020).

Green Packaging uses recycled and biodegradable packaging materials to avoid negative impact on the environment impact and increase sustainability (Wandosell et al., 2021). Reducing plastic packaging design will reduce packaging waste, helping to reduce carbon emissions from packaging production and distribution (Asim et al., 2022). Branding a product involves communicating corporate principles of sustainability through packaging design and logos. Companies with strong branding can reinforce the company's green brand image (Li & Lin, 2024). Green packaging is therefore not only influenced by branding, but can also be affected by brand image.

Brand image refers to how consumer's impression of the company's products. A positive brand image can influence high sales of products that have features that differentiate them from competitors (Rihayana et al., 2022). Consumers in the age of globalisation are very concerned about buying environmentally friendly brands (Naz et al., 2020). Brand image Commitment to green business practices supports the manufacture of products using environmentally friendly materials (Alam & Islam, 2021) and the company produces an annual report to identify sustainable improvements so that it can continue to innovate in making environmentally friendly products (Khan et al., 2021). A successful brand image in green marketing creates consumer awareness of the environment and commitment to sustainability (Sun & Wang, 2020). This allows consumers to trust green products (brands) from other competitors, and also helps consumers to build green product processes (Hameed et al., 2021).

Consumer's trust toward the product (brand) with an eco-friendly concept as intention to buy eco-friendly goods (C. Zheng et al., 2023). Brand trust is a very important factor in improving brand image (Amin & Tarun, 2021). To build brand trust, knowledge of green products, consumer attitudes and purchase intentions is needed, as it increases confidence in green purchases (Sun & Wang, 2020). So that consumers can feel satisfied when using environmentally friendly products (brands). With consumer trust, repeat purchases are needed (Wasaya et al., 2021).

So that consumers can feel satisfied when using environmentally friendly products (brands). With consumer trust, repeat purchases are needed (Wijekoon & Sabri, 2021). Purchase intention can be affected by various economic variables such as cost, product realibity and sustainable factors (Jung et al., 2020). Consumers spend a lot of money just to choose green products with green labels (X. Zhang & Dong, 2020). In addition, marketing, such as advertising on social media with an environmentally friendly concept, can influence purchase intention by increasing consumer confidence in their choices (Sun & Wang, 2020).

In Indonesia, one cosmetics company with an environmentally friendly concept is The Body Shop, whose vision and mission is to inspire customers to be more environmentally conscious. The Body Shop formulates products utilizing organic and natural components. Based on The Body Shop website (https://www.thebodyshop.co.id/) it has implemented a programme created in Indonesia, namely the reduce, reuse, recycle plactic bring back our bottles programme. This programme returns unused bottles The Body Shop products so that they can be recycled into new ones.

Understanding of environmentally conscious brands refers to the extent to which consumers understand environmental issues, as well as their ability to recognize and recall the characteristics of environmentally conscious brand. Green brand knowledge significantly impacts how consumers behave when choosing eco-friendly products. Consumers who choose green products will make a positive contribution on companies that introduce green products, Companies using sustainable products are advised to use green marketing to attract consumers (Amin & Tarun, 2021). Consumer awareness of sustainability will increase consumer product (brand) loyalty in the desire to buy (Saliba et al., 2022). We asume green brand Knowledge of environmentally friendly products (brands) that contribute to environmental friendliness makes consumers feel important about the environment and consumer will turn to companies that produce environmentally friendly products (Zhou et al., 2021). Limited knowledge about understanding green brands will negatively affect consumer purchasing intentions, therefore marketing about green marketing is very important (Siyal et al., 2021).

H1: There is relationship between green brand knowledge and purchase intention.
H2: There is relationship between green brand knowledge and green image.
H3: There is relationship between green brand knowledge and green trust.

Sustainable packaging and brand management reflect the implementation of product packaging designed to be environmentally safe, utilizing recyclable materials so that it is safe for consumers or the ecosystem. The popularity of eco-friendly brand packaging has grown significantly in recent years.

Consumers are showing a rising preference for sustainable packaging options, encouraging companies for adopt sustainable practices. This trend can be found in various sectors, such as the food, beverage, cosmetics, and electronics industries. Consumers will be more aware if packaging and branding increase environmental awareness, as they have a strong preference for brands that demonstrate a commitment to sustainability through their packaging choices (Salam et al., 2022). Typically, brands influence consumers through the success of selling points that have characteristics that differentiate them from other competitors,

Branding strategies have adapted to capitalize on the growing interest in sustainability, with many companies incorporating eco- friendly elements into their packaging designs and messaging (Majeed et al., 2022). Recent research shows that products without eco labels sell poorly (Gong et al., 2020).
H4: There is relationship between green packaging and branding and purchase intention.
H5: There is relationship between green packaging and branding and green brand image.
H6: There is relationship between green packaging and branding and green brand trust.

Green brand attitude is a long-term general evaluation of people, objects, advertising or issues, consumer attitudes based on product specifics and how often consumers use the product (Solomon, 2017). Understanding a brand's environmental stance is very important in building consumer environmental awareness. Companies that prioritise green product innovation and foster positive attitudes towards green brands. Attitude refers to the positive or negative consumer response makes when purchase to buy friendly products with behavior (Rusyani et al., 2021). Consumers with a positive outlook are more likely to purchase green products (Dhir et al., 2021). Research indicate that consumers who respond well to green brands buy more green products (G. W. Zheng et al., 2021).
H7: There is relationship between green brand attitude and purchase intention.
H8: There is relationship betweeen green brand attitude and green brand image.
H9: There is relationship between green brand attitude and green brand trust

Brand image is a consumer response to a product that is committed to environmental issues. Brand image can influence purchasing decisions for green products (Saliba et al., 2022). Many business practices create a good image for environmentally friendly products to attract consumers (Hameed et al., 2021). By building a strong positive image as an environmentally conscious brand preceptions of product quality can be improved. Consumer generally trust such a brand more, which can then influence their willingness to buy and consumers may be more willing to pay highher prices for sustainable. Earlier research suggests that improving a company's environmental image can strengthen its competitive position in the market (Salehzadeh et al., 2023).
H10: Green brand image mediating role between green brand knowledge and purchase intention.
H11: Green brand image mediating role between brand packaging and branding and purchase intention.
H12: Green brand image mediating role green brand attitude and purchase intention.

Trust in eco-friendly brand reflects consumers tendency to buy sustainable products (Guerreiro & Pacheco, 2021). Consumer confidence in environmental performance has an impact on consumer purchases and also influences consumer behaviour (Amin & Tarun, 2021). Green trust in brand that promote the concept of "environmental friendliness" influences the intention to purchase green products. Green beliefs are important for green brand knowledge, attitudes and purchase intentions. Consequently, it is crucial to increase consumer trust in environmental friendliness by increasing consumer trust in environmental friendliness through green brand knowledge, green brand attitudes (Wasaya et al., 2021). Previous research has shown that the product marketing process is a matter of trust, as it builds relationships between consumers and sellers (Hussain et al., 2020)
H13: Green brand trust mediating role between brand knowledge and purchase intention.
H14: Green brand trust mediating role between brand packaging and branding and puchase intertion.
H15: Green brand trust mediating role green brand attitude and purchase intention

Building on previous research, it focuses on consumer knowledge regarding environmetally friendly products, attitudes, green brand packaging and branding, green brand image and brand trust on consumer purchase intention. Increasing consumer demand for greener environments. It is hoped that further research can assess product quality, customer satisfaction and consumer behaviour intentions.

The purpose of this study aims to investigate the connection between consumers perception of environmentally friendly products (brands), consumer attitudes, brand image, brand trust and purchase intention. The research is founded on theories of environmentally sustainable knowledge and consumer purchase intention towards environmentally friendly products (brands). This research will investigate environmental factors, environmental image, environmental beliefs and purchase intention in Indonesia.

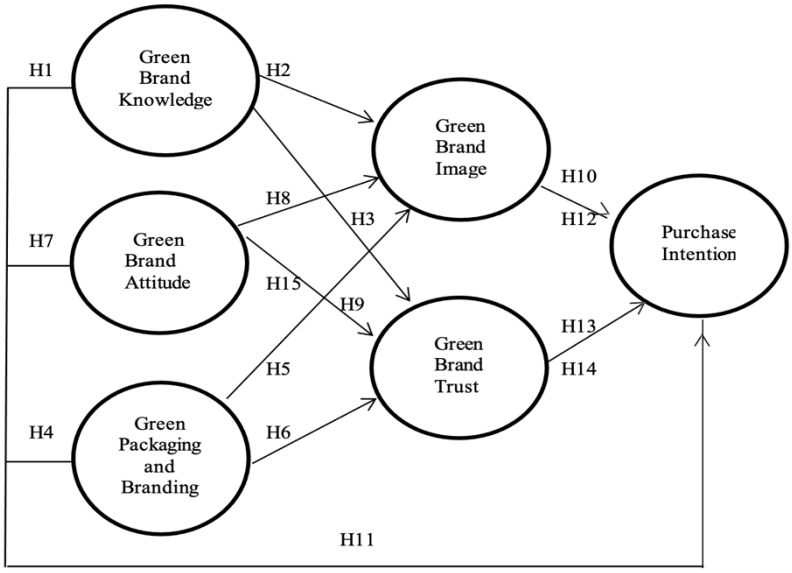


Figure 1. Research Model

2. RESEARCH METHOD

The investigation is centered around The Body Shop, a company widely recognised for it is commitment to environmentally friendly products. The Body Shop is personal beuty care company that uses organic ingredients. Quantitative methods were employed in this research to analyse consumers views on green brand knowledge, which has an impact on green brand image, green brand trust and purchase intention. The sampling technique applied in this study is known as purposive sampling. The subjects of this research were indonesian consumer aged 17 years or above who had previously purchased product from The Body Shop. The sample size must meet the minimum criteria of 100 and then use a comparison of 5 observations for each estimated parameter. To meet the validity of the calculations in SMARTPLS 3.0, the researcher must add 50 respondents to the total number of samples the distributed was 170 respondents.

The quantification of variables within this study is a development of previous research. Previous researchers' development items for green brand knowledge were taken from (Siyal et al., 2021). Previous research on green packaging and branding was taken from (Majeed et al., 2022). Then, the green brand attitude items were taken from previous research based on (Dhir et al., 2021). Meanwhile, green brand image was taken from previous research (Salehzadeh et al., 2023) and also green brand trust of purchase intention is taken from previous research (Hussain et al., 2020). This research measured respondent perception through 5-point Likert scale, using the scale ranging from 1 (strongly disagree) to 5 (strongly agree).

This research uses SmartPLS 3.0 software to analyse these data. Partial Least Square is a soft modelling analysis method. PLS-SEM is easy to use for researchers analysing the association between latent construct and their observed indicator with complex models, so PLS-SEM was developed to assist researchers in obtaining variable values and assessing the outer model and inner model (Memon et al., 2021). An outer loading value higher than 0.70 indicates that an indicator is valid. Similiarly, a construct achieves acceptable convergent validity when the AVE value is greater than 0.50.

The sampling adopted a purposive sampling technique to identify the respondent. Purposive sampling is a non probability sampling approach in which participants are selected according to predefined criteria established by the researcher and the spesific context of the study. Consequently, the entire sampling process is guided by the research objectives and the characteristics a required of the parcipants (Obilor, 2023). The criteria are: a) the questionnaire includes demographic variables gender, age, occupation, and monthly expenditure on purchasing products. b. respondents use the body shop products. This research employed a quantitative research approach, namely a survey by distributing questionnaires via the Google Form platform. The sample for this research was taken from Indonesia starting from May to June 2024.

3. RESULTS AND DISCUSSION

The description from table 1 is information from the demographic profile of the 170 participants involved in this research. Of these inviduals, the majority were male 54.8% and female gender was 39.2%, the gender respondent who most met the criteria was male. The highest number of respondents based on age was >30 years with a percentage of 47.9%, while the second highest age of respondents was followed by 17-25 years with a percentage of 22.4%. Furthermore, based on the respondent's occupation, the highest occupation is

private sector employee with 51.3%, second followed by other occupations (etc) with 20.7% of respondents. Meanwhile, this survey also collected information about respondents who had heard of The Body Shop products and the results showed that 90.1% of respondents answered yes and 3.9% answered no. The survey result show that most respondent have experience puchasing product from The Body Shop which are the highest in perfume with a percentage of 45%. Respondents with the highest percentage reported purchasing products <5 times in a year. The majority of respondents' highest costs per purchase of The Body Shop products were less than IDR 350,000 (65.2%) followed by IDR 350,000 - IDR 1,000,000 (16.7%).

Table 1. Demographic data of the responden

Demographic Variables	Frequency	Percentage
Gender		
Male	97	54.8%
Female	70	39.2%
Age		
<17	2	1.2%
17-25	41	22.4%
25-30	36	19.5%
>30	85	47.9%
Occupation		
Student	27	14.3%
Private sector employee	91	51.3%
Civil servants	5	1.6%
Etc	38	20.7%
Have you ever heard of The Body Shop?		
Yes	158	90.1%
No	9	3.9%
The Body Shop products you have bought or plan to buy, such as?		
Makeup	13	5.7%
Bodycare	52	28.8%
Skincare	17	8.6%
Parfume	80	45%
How many times a year do you buy The Body Shop products?		
<5 times	103	58.3%
5-8 times	29	15.5%
8-10 times	11	5.1%
>10 times	18	9.1%
How much do you spend every time you buy The Body Shop products?		
< Rp350.000	115	65.2%
Rp350.000 – Rp500.000	31	16.7%
Rp500.000 – Rp1.000.000	10	4.5%
>Rp1.000.000	5	1.6%

3.1. Outer Model Assessment

The validity of this research method is assessed by looking at the results of the external loadings, while the reliability can be seen from the CR (Composite Reliability) (Salman et al., 2018). In table 1, the outer loadings of all constructs are above the threshold value Multicollinearity in a regression model can be determined by calculating the Variance Inflation Factor (VIF) value. The Variance Inflation Factor (VIF) value must be less than 5, while a value greater than 5 indicates collinearity between constructs. of 0.7, and the composite reliability and Cronbach alpha values are greater than 0.7, which represented consistency. Moreover, AVE values also more than 0.5 which approved the convergent validity construct (Hair et al., 2019). The VIF values are ranged from 1.623 to 2.992 considered as acceptable threshold. VIF with <3.3 is categorized as free with common method bias.

Table 2. Construct Validity

Constructs	Validity			Reliability		
	Items	Outer Loadings	VIF	Chonbach's Alpha	Composite Reliability	AVE
Green Brand	GBA1	0,772	1,846	0,908	0,932	0,735
	GBA2	0,923	4,551			
Attitude	GBA3	0,901	3,825			
	GBA4	0,908	3,834			
	GBA5	0,769	1,870			
	GBI1	0,821	2,232			

Green Brand Image	GBI2	0,892	3,573	0,936	0,952	0,798
	GBI3	0,938	5,318			
	GBI4	0,913	4,618			
	GBI5	0,897	4,262			
Green Brand Knowledge	GBK1	0,931	6,114	0,955	0,966	0,849
	GBK2	0,919	4,555			
	GBK3	0,920	5,600			
	GBK4	0,900	4,086			
	GBK5	0,936	5,205			
Green Brand Trust	GBT1	0,927	5,393			
	GBT2	0,892	3,945			
	GBT3	0,906	4,541	0,953	0,964	0,843
	GBT4	0,915	4,828			
	GBT5	0,948	7,338			
Green Packaging and Branding	GPB1	0,811	2,198			
	GPB2	0,871	3,136	0,912	0,934	0,740
	GPB3	0,827	2,337			
	GPB4	0,878	3,459			
	GPB5	0,910	4,021			
Purchase Intention	GPI1	0,919	4,190	0,913	0,935	0,745
	GPI2	0,744	1,993			
	GPI3	0,934	9,032			
	GPI4	0,765	2,176			
	GPI5	0,932	8,099			

Table 3. Discriminant Validity

	Green Brand Attitude	Green Brand Image	Green Brand Knowledge	Green Brand Trust	Green Packaging and Branding	Purchase Intention
Green Brand Attitude	0,857					
Green Barnd Image	0,913	0,893				
Green Brand Knowledge	0,776	0,797	0,921			
Green Brand Trust	0,818	0,878	0,695	0,918		
Green Packaging and Branding	0,840	0,869	0,802	0,758	0,860	
Purchase Intention	0,798	0,801	0,738	0,825	0,714	0,863

3.2. Inner Model Assessment

Once the validity and reality values of the model have been determined, the hypothesis is tested by bootstrapping with 500 subsamples. A sample size of 500 was chosen for the bootstrapping test because the directional hypothesis method requires a one-tailed test. The impact results in Figure 2 and Table 5 show that perceived creativity has a significant relationship with green brand image (t = 5.206; p = 0.000) and green brand trust (t = 4,801; p = 0.000), supporting hypotheses H1 and H2. Therefore, The Body Shop has a good brand image towards consumers, such as message information and fulfilling consumer satisfaction with The Body Shop's products, commitment to sustainability. Similarly, the insignificant relationship between green brand image and purchase intention (t = 2,688; p = 0,007) indicates that brand image influence purchase intention of The Body Shop, so the better the brand image of the product, the less likely it is to increase repeat purchases.

In addition, the research found 2 hypotheses that were no longer significant, namely green brand knowledge was not significant with green brand image (t = 0,896; p = 0.371) based on the results of the respondents who filled out the questionnaire the most, 57.9% were men and 50.9% It's been more than 30 years so not many people know about The Body Shop products which have an environmentally friendly brand image. Meanwhile, green brand knowledge is not significant with green brand trust (t = 0,714; p = 0,476), stating that the delivery of information about The Body Shop in an environmentally friendly manner is not enough for consumers and consumers purchasing experience with The Body Shop is dissatisfaction with the quality of The Body Shop products.

Table 4. Hypothesis Testing

	Hypothesis	Path Coefficient	Standard Deviation	T Value	P Value	Decision
H1	Green Brand Attitude-> Green Brand Image	0,581	0,112	5,206	0,000	Suppoted
H2	Green Brand Attitude -> Green Brand Trust	0,589	0,123	4,801	0,000	supported
H3	Green Brand Image -> Purchase Intention	0,332	0,123	2,688	0,007	Supported
H4	Green Brand Knowledge -> Green Brand Image	0,113	0,126	0,896	0,371	Not Supported
H5	Green Brand Knowledge -> Green Brand Trust	0,074	0,104	0,714	0,476	Not Supported
H6	Green Brand Trust -> Purchase Intention	0,534	0,133	4,003	0,000	Supported
H7	Green Packaging and Branding -> Green Brand Image	0,290	0,110	2,648	0,008	Supported
H8	Green Packaging and Branding -> Green Brand Trust	0,204	0,117	1,737	0,083	Not supported

The predictive capability and overall accuracy of the model were assessed by examining the R2 value of the endogenous construct, which served as the primary evaluation criterion. The analysis revealed R2 values for green brand image, green brand trust, puchase intention are 0,873, 0,688 and 0,706 respectively. These results provide a proper explanation due to their high value in terms of explained variance.

Table 5. Framework Inner Model

	R Square $(R)^2$
Green Brand Image	0,873
Green Brand Trust	0,688
Purchase Intention	0,706

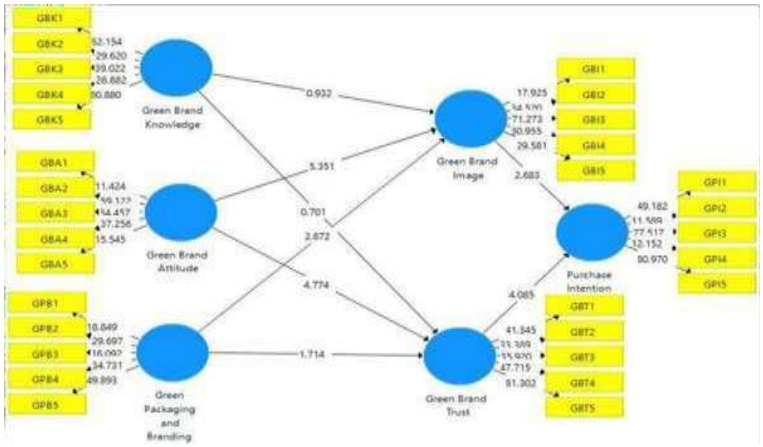


Figure 2. PLS Framework Inner Model

This research explores how consumer understanding of environmentally friendly products influences their intention to purchase, both directly and indirectly through brand image (Kartawinata et al., 2020). The results demonstrate that green product knowledge does not have a significant impact on green brand image od consumers trust in green products. In contrast, consumer green brand knowledge positively influences their attitudes toward green brands (Vania & Ruslim, 2023). In addition, green brand attitude, green brand image, and green brand trust are found to have significant effects on purchase intention.

Based on previous research, a marketer is required to incorporate environmentally friendly strategies to increase awareness of green brand knowledge among consumers, there is a significant increase in consumer purchase attitude (Indriana et al., 2022). Attitude is the most important factor in increasing green brand image and green brand trust for environmentally friendly products towards purchase intention (Liao et al., 2020). Knowledge of green products can influence packaging and branding so that consumers can easily recognise green products (Jung et al., 2020). The results of the analysis of green packaging and branding influence an increase in green brand image, but green packaging and branding are not significant for consumer trust in green products. Therefore, a company's packaging and branding have a significant impact on the company's brand image and consumer trust. As brands influence consumers through the success of selling points that have

features that differentiate them from other competitors, branding strategies have adapted to capitalise on the growing interest in sustainability, with many companies incorporating eco- friendly elements into their packaging designs and messaging (Majeed et al., 2022). However, The Body Shop's product packaging is still made from plastic bottles, which does not reflect an environmentally friendly company, so consumer confidence in The Body Shop's products is still not complete.

4. CONCLUSION

The emperical findings of this study suggest the consumer's decisions are influenced by environmental knowledge to helping consumer; s develop more sustainable aware and strenghthen consumer willingnes to purchase friendly products. Consumer trust in green products has been shown to affect consumer puchase intention, showing that consumer trust has a very strong impact on consumer purchase intention. Furthermore, environmentally friendly packaging and branding have a significant effect on environmentally friendly brand image, which can be interpreted as environmentally friendly product packaging and branding, environmentally friendly brand kowlegde, environmentally friendly brand attitude, environmentally friendly brand trust is communication for friendly products. environment on consumers and influences purchase intention factors. Consumers care about the environment because their lack of environmentally friendly knowledge can not change consumer perceptions the brand image and their level of trust.
The Body Shop is advised to educate consumers about its environmental commitments, build consumer trust through transparency regarding product information and sustainability programs, and raise awareness about the importance of more eco-friendly packaging. Companies also need to recognize the importance of promoting sustainable lifestyle marketing campaigns and enganing consumers recycling programs, as this can enchance product awareness to strengthen their green brand iamge, boost consumer trust, and encourage consumer to purchase environmentlly friendly products. Research has limitations that provide possibilities for further research. Environmentally friendly knowledge, environmentally friendly brand image, and environmentally friendly beliefs on purchasing intentions. Participant data was obtained from more male gender which could influence the results not significantly and not many of them did not know about The Body Shop products. Therefore, in futue research, researchers are expected to choose criteria for women to fill out the research questionnaire.

ACKNOWLEDGEMENTS

Praise and gratitude to the researcher and thank Allah SWT for all the blessings that have provided knowledge and provided patience so that the researcher was able to complete this research. But the author realizes that without the help and support of various parties, this research will not go well. So, on this occasion the author expressed his deepest gratitude to:

1. Prof. Dr. Anton Agus Setyawan, S.E., M.Si., as the supervisor of this research who always guides this research well, always provides input and guides the author wholeheartedly.
2. Chandra Kusuma Wardana, S.E., M.B.A as supervisor 2. The author expresses his gratitude to you for taking the time, providing assistance, direction, and valuable input in the process of compiling this article.
3. For my parents, Drs. Amru Dwisatrio father and my mother, Yulia Nindiasari, A. Md. Keb. Thank you for supporting my education from the beginning of elementary school to college. Thank you for your prayers and great love.
4. For the late biological mother Yeni kusmardiany, S.E, the figure who is most missed and now rests in the paradise of Allah SWT. Although she did not accompany in this process, the author believes that her departure became the firmness and strength of the writer's heart. May Allah SWT give him the best place by His side.
5. For the writer's brother and sister, Abdullah Zaldi Putra Satrio and Amirah Rana Putri Satrio. The two of you are a source of motivation and strength so that the author is able to survive and complete this research.
6. For the writer's friends from Junior High School (SMP), Larasati Ayu Lestari Firmansyah, Tanaya Pia Labitta, Aniendya Azzahra Lubis, Ninda Syifa Mulyani. Thank you for being a good friend until now, may this friendship be separated until death.
7. For the writer's comrade in arms, Febriola Andriana, S.K.M who always accompanies each other in this process, strengthening each other, sharing laughter and tears. Thank you for always giving a spirit that never goes out.
8. For myself, Karina Putri Satrio, the first daughter and the hope of her parents. Thank you for surviving so far and successfully completing the challenges that the universe has presented. I'm proud of every little step and decision you've taken for the risk you've taken and no one else has ever celebrated for you. Thank you for persevering and always celebrating yourself, even if the results are not what you expected. Never get tired and despair. Let's work together to grow and develop, become a better person.

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