

# The Effect of Product Visual Aesthetics, Brand Identity Consistency and Sustainability Value on Product Purchasing Behavior in Islamic Business Perspective

Jeni Fitriyanti <sup>1</sup>, Muhammad Iqbal Fasa <sup>2</sup>, Is Susanto <sup>3</sup>

<sup>1,2,3</sup> Sharia Business Management, UIN Raden Intan Lampung, Bandar Lampung, Indonesia.

## Article Information

### Article History

Received, March 5, 2026

Revised, March 29, 2026

Accepted, April 10, 2026

Published, June 11, 2026

### Corresponding Author:

Jeni Fitriyanti, Sharia Business Management, UIN Raden Intan Lampung, Bandar Lampung, Indonesia.

Email:

[jenifitri06@gmail.com](mailto:jenifitri06@gmail.com)

## ABSTRACT

This study aims to analyze the effect of product visual aesthetics, brand identity consistency and sustainability values on the purchasing behavior of N'PURE skincare products in Generation Z in Bandar Lampung. The research method used is quantitative with a descriptive and verification approach, where data were collected through questionnaires from 96 respondents and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) through SmartPLS 4 software. The results showed that visual aesthetics and brand identity consistency had a positive and significant effect on purchasing behavior, while the value of sustainability did not show a partial significant effect. However, simultaneously, these three variables have a strong and significant impact in driving consumer purchasing decisions. The implication of this study confirms that manufacturers need to synergize attractive visual design with stable brand message integrity to win the market, while educating consumers on sustainability values so that environmental commitment can be transformed into real economic action in accordance with Islamic Business Principles.

**Keywords:** Product Visual Aesthetics, Brand Identity Consistency, Sustainability Value, Purchasing Behavior, Islamic Business.

## 1. INTRODUCTION

The cosmetics industry in Indonesia has experienced significant growth in recent years, this change is not only marked by an increase in the number of products and brands circulating in the market, but also by a shift in consumer behavior that is increasingly complex and oriented towards sustainability values. According to a survey conducted by Uni-Charm Indonesia Tbk in 2024, as many as 57.1% of Indonesians show the habit of buying sustainable everyday products, while 50.6% are willing to buy environmentally friendly products even though the price is higher (Bafadal, 2025). These results show a change in the way consumers view themselves, where they now not only consider price and quality, but also begin to pay attention to the environmental effects of the products they use.

Gen Z is a consumer segment that has unique characteristics, especially in terms of preference for products that reflect sustainability values, visual aesthetics, and authentic brand identity. They tend to prioritize emotional and social experiences in the buying process, as well as showing concern for environmental issues and personal values. Gen Z consumption behavior is driven not only by product functionality, but also by brand narratives and visual displays that fit

their lifestyle (Laka et al., 2024). Therefore understanding Gen Z buying behavior becomes essential in designing relevant and sustainable marketing strategies.

Awareness of environmental issues also influences decisions in choosing and using sustainable products, especially among Gen Z (ages 15-29 years) who are known to be more critical, selective, and aware of the values contained in the products they consume. Their purchasing decisions tend to shift from impulsive behavior to needs-and information-based decisions. Therefore, the visual aesthetics of the product, the consistency of the brand identity, and the value of sustainability are not just additional attributes, but are key determinants in Gen Z purchasing decisions.

In the rapidly evolving digital age, the visual aesthetics of products is becoming an important element in the cosmetics industry. Product display serves as an initial representation of the identity and value of a brand and becomes a communication medium that directly interacts with consumers even before they try the contents of the product. Elements such as packaging design, colors, illustrations and typography not only create an aesthetic impression, but also convey a message about quality, authenticity and brand image. For Gen Z, visual aesthetics have an important role in shaping the perception and preference of a product. They tend to choose products that are not only functional, but also have a look that suits their lifestyle and personal values. With strategic design, visual aesthetics can increase emotional appeal and strengthen brand image in the eyes of young consumers and determine how a product is accepted and recognized in a competitive market (Wiranata & Ramli, 2025). Thus, visual aesthetics not only serves as an aesthetic element, but also becomes a strategic factor that determines the acceptance and success of the product in the global market (Saha & Mathew, 2025).

Brand identity consistency is a crucial element in building consumer image and trust, Gen Z is very sensitive to brand values and narratives. A strong and consistent brand identity includes visual elements, communication messages, core values, and experiences offered to consumers. In addition, the clean beauty trend that emphasizes safety, ethics and sustainability is proving to be a major attraction for Gen Z in choosing cosmetic products thus reinforcing the relevance of the value of sustainability as a determining factor in the consumption behavior of this generation in various global contexts (Shim et al., 2024). Gen Z tends to be more interested in brands that are able to demonstrate authenticity and have narratives that align with their life principles, such as sustainability and transparency. Positive and consistent brand perception plays a role in maintaining reputation and shaping consumer re-purchase intentions for local cosmetic products. When consumers feel that a brand has values that align with their identity, then the relationship formed is no longer transactional, but emotional and sustainable.

Sustainability has become an increasingly important value in Gen Z consumption preferences, including in choosing cosmetic products. As a generation that grew up in the midst of climate change and environmental crisis, they show a high concern for the ecological impact of consumption activities and tend to choose products that reflect a commitment to environmental preservation, such as the use of natural materials, recycled packaging, and ethical production processes. According to an article from Sigma Research in 2022, the majority of Gen Z in Indonesia state that environmentally friendly packaging and brand transparency towards sustainability practices are the main considerations in choosing beauty products. An article from Good News From Indonesia in 2024 also highlights that Gen Z is the most environmentally conscious generation, with a preference towards brands that carry green and ethical values. In this context, sustainability is not only a trend, but also part of a consumption identity that reflects Gen Z's more conscious and responsible values and lifestyle.

N'PURE is known as one of the local brands that has succeeded in consistently building a visual identity and sustainability value, from packaging design to marketing narrative. N'PURE products use natural ingredients such as gotu kola leaves (*Centella Asiatica*) from Yogyakarta and

gemitir flowers from Bali, which not only strengthen the natural brand image but also support the empowerment of local farmers. Commitment to sustainability is also evident from the use of environmentally friendly packaging, BPOM and halal certification, as well as communication strategies that emphasize ecological awareness and transparency. According to IDN Times on May 2, 2025, N'PURE is called one of the local brands that successfully integrates the principle of sustainability without sacrificing quality and visual aesthetics. Consistency in conveying these values through social media, collaboration with influencers, and product design makes N'PURE a clear example of how local brands can build Gen Z consumer loyalty through a strong visual approach and socially relevant values.

**Table 1**  
**Local Skincare Brand that carries the concept of Sustainability**

| Brand Name          |
|---------------------|
| BASE                |
| N'PURE              |
| BHUMI               |
| Sensatia Botanicals |
| Skin Dewi           |

Sources: *IDN Times (Mei 2025)*

The N'PURE Brand is increasingly known and in demand by Gen Z in Indonesia, including in the Bandar Lampung region. Although there is no quantitative data that specifically ranks n'pure as the most popular brand in the region, national trends indicate that N'pure has a high reputation among young consumers for its use of natural ingredients, consistent visual narrative, and commitment to sustainability. This popularity is reflected in N'pure's involvement in local promotional activities, such as a cosmetics Bazaar titled Discover Your Beauty organized by Chandra Department Store at Boemi Kedaton Mall in September 2024. In this activity, N'PURE is one of the brands presented to reach young consumers, especially Gen Z. Head of Marketing Chandra Group, Mona Wijaya, said that enthusiasm for products made from natural ingredients and labeled halal is quite high among young visitors. This shows that N'PURE has its own appeal in Bandar Lampung, especially for Gen Z who are starting to integrate aesthetic values, sustainability and spirituality in their consumption decisions.



Sources: *Compas.co.id*

**Pictures 1**

**N'PURE sale on Shopee and Tokopedia E-Commerce 2021**

The popularity of the N'PURE brand as a local skincare product has been proven since its inception. Based on the article from Kompas.co.id, in the February 2021 period, N'PURE Cica Toner recorded sales of IDR 212.9 million on the Shopee and Tokopedia platforms, making it the best-selling product in the toner category with a contribution of 59.1% of the brand's total sales. These Data show that since its inception, N'PURE has managed to build a strong position in the National skincare market through products that carry the value of natural and sustainability. These historical findings indicate that N'PURE has had a strong position in the National skincare market since its inception. This consistency was then strengthened through local observations conducted by researchers in October 2025 in the Bandar Lampung area.

**Table 2**  
**N'pure product observation in Bandar Lampung (2025)**

| Shop Name          | Products          | Sales        | Rating |
|--------------------|-------------------|--------------|--------|
| Topshopbdl         | N'PURE Cica Toner | 9RB+ Terjual | 4.8/5  |
| Sumberayu Cosmetic | N'PURE Cica Toner | 2RB+ Terjual | 4.8/5  |
| Azec Store         | N'PURE Cica Toner | 2RB+ Terjual | 4.9/5  |
| Purable.id         | N'PURE Cica Toner | 2RB+ Terjual | 4.9/5  |

Source: Shopee e-commerce observation October 2025 (access Bandar Lampung area)

This Data was obtained through direct observation by researchers on the Shopee marketplace platform in the Bandar Lampung Region (October 2025), N'PURE Cica Toner products still dominate sales in the region, with stores that are familiar among Gen Z such as: Topshopbdl, Sumberayu Cosmetic, Azec Store and also Purable.id which recorded sales from 2,000 to more than 9,000 units. As well as a fairly high rating from 4.8 to 4.9 out of 5. These findings indicate that N'PURE is not only popular nationally, but also has a strong market penetration in the Bandar Lampung region, especially among Gen Z. Although this data does not come from official statistical agencies, the number of sales and product ratings can be used as informal quantitative indicators to show the popularity and level of consumer satisfaction with the N'PURE brand locally. This reinforces the relevance of N'PURE as a research object of interest to Gen Z in Bandar Lampung.

In Islam, consumption is not just an economic activity, but also a part of moral and spiritual responsibility. Allah SWT affirms the importance of balance between worldly life and the hereafter in economic activity. This is reflected in the verse Al-Qashash verse 77:

وَابْتَغِ فِيمَا آتَاكَ اللَّهُ الدَّارَ الْآخِرَةَ وَلَا تَنْسَ نَصِيبَكَ مِنَ الدُّنْيَا وَأَحْسِنْ كَمَا أَحْسَنَ اللَّهُ إِلَيْكَ وَلَا تَبْغِ الْفُسَادَ فِي الْأَرْضِ إِنَّ اللَّهَ لَا يُحِبُّ الْمُفْسِدِينَ ﴿٧٧﴾

It means: “and, seek in that which Allah has bestowed upon you (the reward) of the hereafter, but do not forget your share in this world. Be kind to others as Allah has been kind to you, and do not cause mischief in the land. Indeed, Allah does not like the corrupters.”

This verse affirms the importance of the balance between the search for happiness in the hereafter and the use of the pleasures of this world, while maintaining good and avoiding damage. This paragraph reflects the principles of ethical consumption that is not excessive, does not damage the environment, and always do good in economic activities. In the context of Gen Z consumer behavior, preference for products that are environmentally friendly, do not contain harmful ingredients, and support sustainability can be viewed as a form of actualization of Islamic values in modern consumption.

In Islamic Economic Literature, consumption is seen not only as the fulfillment of material needs, but also as a form of worship and the actualization of spiritual values. The Islamic economic system aims to achieve holistic human well-being, with due regard for justice, sustainability, and morality in every economic activity. Excessive consumption, damaging the environment, or not providing social benefits is considered contrary to the principles of maqashid al-shariah (Sriwahyuni, 2025). In addition, in the study of fiqh muamalah, ethical consumption is regulated through the principles of halal, thayyib, and not israf (excessive). Consumption in Islam must pay attention to the benefits for themselves, society, and the environment, and avoid products that damage the physical and spiritual. This is in line with Gen Z's preference for products that are environmentally friendly, transparent, and in line with spiritual values.

Although the local cosmetics industry in Indonesia is experiencing rapid growth and brands such as N'PURE have gained national recognition, Gen Z consumers' purchasing behavior towards the brand still faces challenges. Gen Z is known as a critical, fast-changing group, and is strongly influenced by visual images, sustainability values, and spiritual narratives that match their identity. On the other hand, not many local brands have fully integrated these three aspects consistently in their communication strategy and product design.

The problem that arises is how local brands such as N'PURE can build attractiveness and encourage Gen Z consumer buying behavior, especially in the Bandar Lampung area, with an approach that not only relies on product quality, but also touches on visual aspects, sustainability, and relevant spiritual values. In addition, there are not many studies that specifically examine the relationship between brand visual identity, perceptions of sustainability, and Islamic values in shaping purchasing decisions for local cosmetic products.

From the exposure of the variables above, there are several research gaps in previous research that are relevant to the purchasing behavior of Gen Z consumers of local skincare products. Research by Saha and Mathew (2025) found that digital visual aesthetics have a significant effect on Gen Z's perception of quality and purchasing intentions, but this study has not addressed the value of sustainability in the context of local brands. In addition, research by Theocharis and Tsekouropoulos (2025) shows that brand identity consistency plays a major role in increasing sustainable product adoption among Gen Z, but this study has not addressed visual aesthetics as part of branding strategies. Research by Fatimah Tuzzahra (2025) states that visual aesthetics plays an important role in attracting the attention of Gen Z, but has not been quantitatively tested in the context of local brands such as N'pure. On the other hand, a study by Nabila Fadiya Amany (2025) shows that sustainability lifestyle influences interest in buying beauty products, but does not associate it with visuals and brand identity.

In addition, most of the previous studies were conducted in major cities such as Jakarta and Bandung, while studies specifically examining Gen Z in Bandar Lampung are still very limited. The Islamic business approach has also not been widely used explicitly in studies of skincare buying behavior, despite spiritual values being an important consideration for young Muslim consumers. Therefore, this study aims to fill this gap by examining the influence of visual aesthetics, brand identity consistency, and sustainability values on the purchasing behavior of Gen Z users of N'pure products in Bandar Lampung, in the perspective of Islamic Business.

## **2. LITERATURE REVIEW**

### ***Consumer Behavior Theory***

Consumer Behavior Theory was first introduced by Schiffman and Kanuk in 2007, which states that consumer behavior is the process that individuals go through in finding, buying, using, evaluating, and spending on products or services to meet their needs. This theory emphasizes that purchasing decisions are influenced not only by rational factors such as price and quality, but also by psychological, social, and cultural factors.

In this study, using the theory of consumer behavior because it is able to explain how the visual aesthetics of the product, the consistency of brand identity, and the value of Sustainability

Act as external factors that influence the decision-making process of Gen Z. Gen Z consumers not only consider the function of the product, but also the visual aspects, brand narrative, and sustainability values that match their lifestyle and spiritual principles. Thus, consumer behavior theory provides a strong conceptual framework for understanding Gen Z's purchasing behavior towards N'PURE skincare products in Bandar Lampung.

### ***Theory of Planned Behavior (TPB)***

The Theory of Planned Behavior (TPB) was developed by Icek Ajzen (1991), who explained that individual behavior is influenced by intentions, and that intentions are formed by three main components, namely attitudes towards behavior, subjective norms, and perceptions of behavioral control. The attitude towards behavior reflects the individual's evaluation of a particular action, in this case it is the purchase of a local cosmetic product. Subjective norms refer to social pressure or the influence of the surrounding environment, while behavioral control deals with the degree to which individuals feel they have control over these actions, such as ease of access to products, affordable prices and availability of information.

This study used TPB because it provides a clear framework for understanding how attitudes, social norms, and perceptions of Control shape purchasing intentions and behavior. In the case of Gen Z, attitudes towards local cosmetic products are influenced by sustainability and aesthetic values, while social norms come from digital communities and influencers. The perception of control includes ease of access and transparency of information. This theory is suitable for explaining purchasing decisions that are rational but still influenced by values and the social environment.

### **Visual Aesthetics Of The Product**

Product visual aesthetics is the perception of beauty that is visually captured by consumers through design elements such as color, shape, texture, packaging, and product layout. This aesthetic not only creates visual appeal, but also conveys the identity, value and quality of the product to the consumer (Husna & Juhana, 2024). The aesthetic perception of a product can affect the buying interest and preferences of consumers because the visual appearance acts as a trigger for emotions and quality associations. Product visual aesthetics is defined as the perception of beauty and visual appeal evoked by cosmetic product design elements, such as packaging, color, typography, and visual consistency, which influence Gen Z consumers ' emotions, perceptions of value, and purchasing decisions towards N'PURE products.

### **Consistency of Brand Identity**

Consistency brand identity is consistent in creating a strong and recognizable brand image. Brand identity consists of elements such as logos, colors, slogans, and values that are consistently conveyed to consumers. This consistency forms the perception and loyalty of consumers to the brand (Keller, 2013). In this explanation, brand identity consistency is defined as the harmony and sustainability of visual elements, narratives, and values displayed by N'PURE cosmetic products, which reflect the brand image as a whole and influence perceptions and purchasing decisions.

### **Sustainability Value**

The value of sustainability in consumption reflects concern for the environment, production ethics and social responsibility. Peattie and Crane that environmentally conscious consumers tend to choose products that support the preservation of nature and transparency of production processes. The value of sustainability is a principle that emphasizes the importance of meeting today's needs without compromising the ability of future generations to meet their needs, covering environmental, social and economic dimensions (Ariestania & Adriyanto, 2024). The value of sustainability is

defined as the perception and preference of Gen Z consumers for cosmetic products that support environmental preservation, social justice, and economic efficiency, which is reflected in environmentally friendly packaging, natural ingredients, and brand commitment to social responsibility.

### **Buying Behavior**

Purchasing behavior is the decision-making process and concrete actions taken by consumers in choosing, buying, using, and evaluating products or services to meet their needs and desires. This process includes need recognition, information retrieval, evaluation of alternatives, purchase decisions, and post-purchase behavior (Ariestania & Adriyanto, 2024). Purchasing behavior is defined as the actual actions of Gen Z consumers in deciding to buy n'PURE local cosmetic products, which are influenced by the perception of the visual aesthetics of the product, the consistency of the brand identity, and the sustainability value offered by the brand. This behavior reflects the final result of complex psychological and social processes, as well as being an indicator of the success of the branding and marketing strategy implemented by the company.

## **3. RESEARCH METHOD**

### **Types of Research**

The type of research used in this study is quantitative. Quantitative approach aims to measure and analyze the relationship between variables objectively using numerical data that can be processed statistically. This study focuses on the collection of primary data through questionnaires, which are then analyzed to test the influence between variables that have been determined (Kuantitatif, 2016). This approach was chosen because it is in accordance with the objectives of the study, namely to determine the effect of product visual aesthetics, brand identity consistency, and sustainability value on the purchasing behavior of Gen Z consumers who use N'PURE products in Bandar Lampung.

### **Population and sample**

The population in this study includes all Gen Z consumers in Bandar Lampung who have used N'PURE local skincare products at least once, a group that was chosen because of its active, critical consumption characteristics, and considering the value of brand spirituality. Given the number of this population is not known for certain (unidentified), the sample was taken using purposive sampling techniques to filter respondents according to the criteria of age 15-29 years and snowball sampling to expand the range through digital networks between respondents. Determination of the number of samples was carried out using the Lemeshow formula, based on the calculation obtained sample results of 96.04 which are rounded to 96 samples of Gen Z respondents who are domiciled in Bandar Lampung and have used N'PURE products at least once.

### **Data Analysis Techniques**

This study uses data analysis technique Partial Least Squares Structural Equation Modeling (PLS-SEM) with the help of SmartPLS 4 software. This approach is carried out through two main stages, namely the evaluation of the measurement model (outer model) and the evaluation of the structural model (inner model). In the outer model stage, convergent and discriminant validity tests and reliability tests are carried out to ensure that the indicators used are completely accurate in measuring visual aesthetic variables, brand consistency, sustainability value, and purchasing behavior. Furthermore, in the inner model stage, bootstrapping procedure is performed to test the significance of the relationship between variables through the acquisition of path coefficient, t-statistics and P-value. The use of SmartPLS 4 was chosen because of its ability to handle complex research models as well as its effectiveness in predicting relationships between constructs even with relatively small sample sizes or data that are not normally distributed.

#### 4. RESULTS AND ANALYSIS

##### Convergent Validity Test

Validity test is used to measure the validity or validity of a questionnaire. A questionnaire is said to be valid, if the questions on the questionnaire are able to reveal something that will be measured by the questionnaire (Sugiyono, 2016). For testing this instrument using the help of SmartPLS 4 software. In this study is R table is 0.70.

**Table 3**  
**Test results from *Outer Loading***

|             | <b>X1</b> | <b>X2</b> | <b>X3</b> | <b>Y</b> |
|-------------|-----------|-----------|-----------|----------|
| <b>X1.1</b> | 0.722     |           |           |          |
| <b>X1.2</b> | 0.728     |           |           |          |
| <b>X1.3</b> | 0.767     |           |           |          |
| <b>X1.4</b> | 0.762     |           |           |          |
| <b>X1.5</b> | 0.774     |           |           |          |
| <b>X1.6</b> | 0.812     |           |           |          |
| <b>X1.7</b> | 0.811     |           |           |          |
| <b>X1.8</b> | 0.797     |           |           |          |
| <b>X2.1</b> |           | 0.806     |           |          |
| <b>X2.2</b> |           | 0.796     |           |          |
| <b>X2.3</b> |           | 0.825     |           |          |
| <b>X2.4</b> |           | 0.862     |           |          |
| <b>X2.5</b> |           | 0.836     |           |          |
| <b>X2.6</b> |           | 0.847     |           |          |
| <b>X2.7</b> |           | 0.800     |           |          |
| <b>X2.8</b> |           | 0.841     |           |          |
| <b>X3.1</b> |           |           | 0.903     |          |
| <b>X3.2</b> |           |           | 0.821     |          |
| <b>X3.3</b> |           |           | 0.836     |          |
| <b>X3.4</b> |           |           | 0.892     |          |
| <b>X3.5</b> |           |           | 0.814     |          |
| <b>X3.6</b> |           |           | 0.844     |          |
| <b>X3.7</b> |           |           | 0.846     |          |
| <b>X3.8</b> |           |           | 0.911     |          |
| <b>Y.1</b>  |           |           |           | 0.840    |
| <b>Y.2</b>  |           |           |           | 0.847    |
| <b>Y.3</b>  |           |           |           | 0.716    |
| <b>Y.4</b>  |           |           |           | 0.828    |
| <b>Y.5</b>  |           |           |           | 0.808    |
| <b>Y.6</b>  |           |           |           | 0.854    |
| <b>Y.7</b>  |           |           |           | 0.779    |
| <b>Y.8</b>  |           |           |           | 0.806    |

*Sources: Output SmartPLS 4*

In testing the validity of convergent outer loading value is used. According to Claudia (2023) the indicator is said to be valid if the value of the variable correlates with outer loading >

0.70. Based on the analysis of test results each variable shows the value of outer loading  $> 0.70$  so that it is declared valid.

### Discriminant Validity Test

Discriminant validity research is used to ascertain each concept relating the independent variable (x) with the dependent variable (y). Fornell-Larcker Criterion  $< 0.90$  has good discriminant validity. Below are the results of testing discriminant variables:

**Table 4**  
**Fornell-Larcker Criterion Test**

|    | X1    | X2    | X3    | Y     |
|----|-------|-------|-------|-------|
| X1 | 0.772 |       |       |       |
| X2 | 0.599 | 0.827 |       |       |
| X3 | 0.176 | 0.059 | 0.859 |       |
| Y  | 0.725 | 0.661 | 0.190 | 0.811 |

*Sources: Output SmartPLS 4*

It can be seen from the table that the Fornell-Larcker Criterion ratio of each variable has a Fornell-Larcker Criterion value less than 0.90 concluded to have a good discriminant validity value.

### Reliability Test

Reliability test is a tool to measure a questionnaire that is an indicator of a variable or construct. In this study to determine the questionnaire reliable or not reliable using cronbach's alpha ( $\alpha$ ). The questionnaire is reliable if cronbach's alpha is ( $\alpha$ )  $> 0.60$  and unreliable if it is equal to or  $< 0.60$ . Instrument reliability test results using smartpls 4 statistical application tools. The output of SmartPLS 4 calculation for financial statement transparency, accountability, service quality and muzakki decision to pay zakat can be seen from the table below:

**Table 5**  
**Reliability Test**

|    | Cronbach's alpha | Composite reliability (rho a) | Composite reliability (rho c) | Average variance extracted (AVE) |
|----|------------------|-------------------------------|-------------------------------|----------------------------------|
| X1 | 0.903            | 0.908                         | 0.922                         | 0.596                            |
| X2 | 0.934            | 0.940                         | 0.945                         | 0.684                            |
| X3 | 0.951            | 0.996                         | 0.957                         | 0.738                            |
| Y  | 0.925            | 0.928                         | 0.939                         | 0.658                            |

*Sources: Output SmartPLS 4*

Based on the table data above, it can be seen that the value of cronbach's alpha all variables  $> 0.60$ . This result shows that each variable has met cronbach's alpha so it can be concluded that all variables have a high level of reliability.

### Multicollinearity Test

**Table 6**  
**Multicollinearity Test**

|         | VIF   |
|---------|-------|
| X1 -> Y | 1.609 |
| X2 -> Y | 1.565 |
| X3 -> Y | 1.035 |

*Sources: Output SmartPLS 4*

Based on the results of the multicollinearity Test in the table above, it can be concluded that the VIF value of all independent variables is less than 5. VIF values for product Visual aesthetics (X1), brand identity consistency (X2) and sustainability (X3) are 1,609, 1,565 and 1,035, respectively. This indicates the absence of multicollinearity problems.

### R-Square Test

Coefficient of determination test ( $R^2$ ) is used to determine the percentage change of the dependent variable (Y) caused by the independent variable (X). So in measuring how much the ability of the model in explaining the independent variation, it is necessary to test the coefficient of determination. If  $R^2$  is greater, then the percentage change in the dependent variable (Y) caused by the independent variable (X) is higher. Conversely, if  $R^2$  is smaller, then the percentage change in the dependent variable (Y) caused by the independent variable (X) is lower (Sugiyono, 2016).

Therefore, in this study using the value of R Square using SmartPLS 4 software. Here are the results of the coefficient of determination test:

**Table 7**  
**R-Square Test**

|          | <b>R-Square</b> | <b>R-Square Adjusted</b> |
|----------|-----------------|--------------------------|
| <b>Y</b> | 0.612           | 0.599                    |

*Sources: Output SmartPLS 4*

Based on the test results of the coefficient of determination in the table above, it can be seen that the value of the coefficient of determination or R-Square of 0.612. This shows that the visual aesthetic variables of the product (X1), consistency of Brand Identity (X2) and the quality of sustainability value (X3) are able to provide an explanation for the purchasing behavior (Y) of N'PURE products in Bandar Lampung by 61.2%, while the remaining 38.8% can be explained by other variables outside this study.

### Hypothesis Test

Hypothesis testing is a method used to evaluate the correlation between the variables studied and test the hypothesis proposed. The significance of the hypothesis is determined by examining the statistical value of t and the value of p. According to Andriansyah (2023) hypothesis testing is considered successful if the T-statistic value exceeds 1.96 (two-tailed), 1.64 (one-tailed), or if the p-value is smaller than 0.05. Below are the results obtained in hypothesis testing:

**Table 8**  
**Hypothesis Test**

|                   | <b>Original sample (O)</b> | <b>Sample mean (M)</b> | <b>Standard deviation (STDEV)</b> | <b>T statistics ( O/STDEV )</b> | <b>P values</b> |
|-------------------|----------------------------|------------------------|-----------------------------------|---------------------------------|-----------------|
| <b>X1 -&gt; Y</b> | 0.495                      | 0.486                  | 0.107                             | 4.637                           | 0.000           |
| <b>X2 -&gt; Y</b> | 0.360                      | 0.362                  | 0.086                             | 4.191                           | 0.000           |
| <b>X3 -&gt; Y</b> | 0.081                      | 0.086                  | 0.081                             | 1.003                           | 0.316           |

*Sources: Output SmartPLS 4*

#### a. The effect of product visual aesthetics on purchasing behavior

The results of the hypothesis test showed the effect of Visual aesthetics of the product (X1) on purchasing behavior (Y) has a statistical t value of  $4.637 > 1.96$  and P values of  $0.000 <$

0.05 meaning that the coefficient value is positive and significant, and means that the Visual aesthetics of the product has a positive and significant effect on the purchasing behavior.

**b. Influence of Brand Identity consistency on purchasing behavior**

The results of the hypothesis test showed the effect of Brand Identity consistency (X2) on purchasing behavior (Y) has a T statistical value of  $4.191 > 1.96$  and P values of  $0.000 < 0.05$  meaning that the coefficient value is positive and significant, and means that the consistency of Brand identity has a positive and significant effect on the purchasing behavior of N'PURE.

**c. Effect of sustainability value on purchasing behavior**

The results of the hypothesis test showed the effect of sustainability value (X3) on purchasing behavior (Y) has a statistical t value of  $1.003 < 1.96$  and P values of  $0.316 > 0.05$  meaning it means that the value of sustainability has no effect on the purchasing behavior of N'PURE products in Bandar Lampung.

**Simultaneous Test**

Simultaneous hypothesis testing in SmartPLS can be seen in the results of the calculated F value using the formula:

$$F_{hit} = \frac{R^2(n-k-1)}{(1-r^2)k}$$

Where:

- k : number of free variables
- R<sup>2</sup> : coefficient of determination
- n : number of samples

Based on R-Square obtained R<sup>2</sup> of 0.612. The number of independent variables (k) as much as 3 and the number of research samples (n) as many as 96 with a significance level of 5% then the value of F<sub>hit</sub> and F<sub>table</sub> can be obtained as follows:

$$F_{hit} = \frac{0,612(96-3-1)}{(1-0,612)3}$$

$$F_{hit} = \frac{56,304}{1,164}$$

$$F_{hit} = 48,3711$$

Because F-count is  $48.3711 > F$ -table is 3.095, which means that there is a simultaneous influence between product Visual aesthetics, brand identity consistency and sustainability values on N'PURE product purchasing behavior in Bandar Lampung.

**Discussion**

**Effect of product Visual aesthetics on purchasing behavior**

The results of the partial coefficient test showed that the visual aesthetic variable of the product had an effect on purchasing behavior at a significance level of 0.05. The P-value obtained by 0.000 is smaller than 0.05 in a positive direction, thus showing that the Visual aesthetics of the product has a positive and significant effect on the purchasing behavior of N'PURE products in Bandar Lampung. This indicates that the physical appearance of the product, which includes a minimalist packaging design, soothing color palette selection, and modern typography, managed to build a strong first impression for consumers in Bandar Lampung. This finding is supported by the acquisition of a t-count value greater than t-table, which statistically proves that the more attractive and professional visual aesthetics displayed by N'pure, the higher the tendency of purchasing

behavior of the local community towards skincare products. Further discussion reveals that the dominance of visual elements that reflect a clean and natural impression on N'pure products is a key factor in influencing consumer psychology. In the competitive market of Bandar Lampung, visual aesthetics not only serves as a wrapper, but also as a non-verbal communication tool that conveys the message of product quality and safety. This aesthetic success is able to create instant trust that encourages consumers to make purchases, both planned and impulsive.

Overall, these results are in line with Consumer Behavior Theory, which states that visual appeal is a crucial determinant in the decision-making process in the beauty industry, where the visual aspect is often a representation of the benefits of the product itself. The prominent visual stiction on N'PURE packaging acts as an external stimulus that triggers affective and cognitive processes in consumers (organisms) in Bandar Lampung. According to this theory, the beauty of design not only stops at the decorative function, but is transformed into a perception of quality and emotional value, which ultimately drives the response in the form of a purchase decision. This shows that consumer behavior towards skincare products is strongly influenced by sensory perception; where visual appeal aligned with modern lifestyle expectations will shorten the consideration process and strengthen purchase intentions as a form of validation of consumer self-image.

This study is in line with research from Purba et al., (2025) and Rifiyah & Wianti (2025) which states that aesthetically pleasing packaging increases perceived value, strengthens brand credibility, and reinforces the emotional associations that guide purchasing preferences among young consumers. The findings highlight the strategic importance of visual design in the marketing of local skincare products.

### **Influence of Brand Identity consistency on purchasing behavior**

The results of the partial coefficient test showed that brand identity consistency variables affect purchasing behavior at a significance level of 0.05. The P-value obtained by 0.000 is smaller than 0.05 in a positive direction, thus showing that the consistency of Brand identity has a positive and significant effect on the purchasing behavior of N'PURE products in Bandar Lampung. These results confirm that consistency in the delivery of messages, logos, to brand values has been well received by the market. This consistency creates a strong pattern of recognition in the minds of consumers; every time the people of Bandar Lampung see an element of N'pure's identity, whether through social media or physical outlets, they feel a reliable quality stability, which directly increases the probability of a purchase transaction occurring.

Theoretically, the consistency of brand identity serves as an anchor of trust in the consumer decision-making process amid the rampant competition for skincare products. In Bandar Lampung, N'PURE managed to build a uniform narrative that their products are natural solutions for skin health, which is consistently maintained at every touchpoint (touchpoints) consumers. According to Consumer Behavior Theory, this consistency helps reduce the risk of perception that buyers often feel when choosing facial care products. When a brand performs consistently, it will form a positive long-term memory, which encourages consumers to move from just knowing the brand to being active purchasers as a form of loyalty to a brand identity that is considered credible and trusted.

This study is in line with research from Mahuda (2017) and Azaria & Pramudita (2021) which states that there is a positive influence between brand personality on brand trust, brand trust on purchasing decisions, and indirect influence of brand personality on purchasing decisions through brand trust. While directly brand personality is not proven to affect purchasing decisions.

### **Effect of sustainability value on purchasing behavior**

The results of the partial coefficient test showed that the sustainability value variable had no effect on purchasing behavior at a significance level of 0.05. The P-value obtained at 0.316 is

greater than 0.05, thus showing that the value of sustainability has no effect on the purchasing behavior of N'PURE products in Bandar Lampung. This indicates that N'pure's commitment to environmental values, such as the use of natural materials or sustainability campaigns, is not the main determinant that moves people in Bandar Lampung to make purchases. Statistically, these findings suggest that variations in the rise or fall of awareness of the value of sustainability offered by products are not necessarily followed by changes in the level of consumer purchasing behavior, so the hypothesis that there is a significant influence was rejected in this study.

Discussion of these findings led to the phenomenon of attitude-behavior gap among consumers in Bandar Lampung, where appreciation of environmental issues is not always manifested in real economic action. Although consumers may have a positive perception of the sustainability aspects of N'PURE, the final purchase decision is more dominated by pragmatic factors such as product functionality, price, and availability in the local market. In the Bandar Lampung region, the value of sustainability still seems to be seen as a complementary attribute rather than a basic requirement in the selection of skincare products. This shows that marketing strategies that only highlight the environmentally friendly side are not strong enough to change buying behavior if they are not accompanied by evidence of product efficacy that is felt directly by users.

This study is in line with research from Sabrina dan Mulyana (2022) and Fahik et al. (2023) which states that sustainability purchase intention does not necessarily have the highest significance to sustainability purchase behavior followed by green trust to sustainability purchase intention, sustainability advertising to sustainability purchase intention, environmental concern to sustainability purchase and brand image have no significance to sustainability purchase intention.

### **Influence of Visual aesthetics, brand identity consistency, and product sustainability value on purchasing behavior**

The results of the partial coefficient test showed that the visual aesthetic variables of the product, the consistency of Brand Identity and sustainability values affect the purchasing behavior at F-count of 48.3711 > F-table of 3.095 in a positive direction, thus showing that simultaneously the visual aesthetic variables of the product, the consistency of Brand Identity and sustainability values have a positive and significant effect on the purchasing behavior of N'PURE products in Bandar Lampung. Statistically, these findings show that when N'PURE is able to synergize an attractive visual design with a consistent brand identity message as well as a commitment to sustainability values such as the use of natural materials and environmentally friendly packaging, it creates a strong collective impetus for consumers in Bandar Lampung to make a purchase decision. The combination of these three factors proved to be an accurate predictor in predicting fluctuations in people's spending behavior on skincare products.

In the discussion section, this simultaneous influence indicates that the purchasing behavior of the Bandar Lampung community is no longer driven by just one functional aspect, but by a comprehensive value package. Visual aesthetics serve as an eye-catcher in the middle of retail shelves or social media; brand identity consistency strengthens trust and differentiates N'pure from competitors; while sustainability values provide moral and emotional justification for consumers who are increasingly aware of environmental issues. The synergy of these three elements builds a solid and credible brand perception, thereby reducing consumer doubts in the decision-making process. Thus, N'PURE's success in the Bandar Lampung market relies heavily on its ability to sustainably maintain the integration of physical attractiveness, brand integrity, and environmental responsibility.

This study is in line with research from Yantini dan Yanti (2025) which states that the synergy between branding strategies and product structuring is proven to have a positive relationship with the store's image, making ValetteShop known as a modern, professional and classy cosmetics store.

## Buying behavior in an Islamic Business Perspective

The Islamic business perspective views consumption activity as not merely fulfilling material or economic needs, but as a form of moral and spiritual responsibility (Aulia et al., 2025). In this framework, any purchase decision should reflect the values of worship and the actualization of spiritual principles aimed at achieving holistic human well-being. Therefore, the behavior of Generation Z consumers who begin to consider ethics and environmental impacts in choosing skincare products is seen as a real form of practicing Islamic values in modern life. In the study of fiqh muamalah, ethical consumption must adhere to the principles of halal, thayyib and avoid israf or excessive behavior (Sahib & Ifna, 2024). The article emphasizes that products such as N'PURE that use natural ingredients and have halal certification provide a sense of security and usefulness for the community and the environment. This principle ensures that the products consumed are not only religiously valid, but also have a positive impact on physical health and the preservation of the ecosystem.

The Islamic economic system emphasizes the importance of maintaining the balance of nature and avoiding all forms of damage on Earth, which in Islamic Economic Literature is aligned with the concept of Maqashid al-Shariah (Wiraputra et al., 2025). Commitment to sustainability values, such as the use of environmentally friendly packaging and transparency of business practices is an implementation of human responsibilities as caliphs on Earth. Thus, supporting brands that practice sustainability means participating in maintaining the survival of future generations in accordance with the guidance of Sharia.

Furthermore, these results highlight that in doing business, moral integrity such as the principles of Shiddiq (honesty) and Amanah (trustworthiness) should be the main foundation (Jubaedah et al., 2025). This is reflected in the consistency of brand identity and transparency of information provided to consumers. By promoting Justice (Al-'Adl) and public benefit (Mashlahah Mursalah), businesses not only pursue financial benefits, but also ensure that no party is harmed and the protection of wealth assets (Hifzh al-Mal) and souls (Hifzh an-Nafs) is maintained.

Based on the text, the verse relevant to the principle of balance in Islamic business and consumption is Surah Al-Qashash verse 77:

وَابْتَغِ فِيمَا آتَاكَ اللَّهُ الدَّارَ الْآخِرَةَ وَلَا تَنْسَ نَصِيبَكَ مِنَ الدُّنْيَا وَأَحْسِنْ كَمَا أَحْسَنَ اللَّهُ إِلَيْكَ وَلَا تَبْغِ الْفُسَادَ فِي الْأَرْضِ إِنَّ اللَّهَ لَا يُحِبُّ الْمُفْسِدِينَ ﴿٧٧﴾

*“Seek what Allah has given you in the hereafter, but do not forget your share in this world. Be kind to others as Allah has been kind to you, and do not cause mischief in the land. Indeed, Allah does not like the corrupters.”*

This verse affirms the importance of a balance between the pursuit of happiness in the hereafter and the proportional utilization of worldly pleasures. In the economic context, this verse commands humans to use the wealth and resources bestowed by God to do good to others and nature. Islam strictly prohibits all forms of environmental damage and demands ethical consumption behavior, not excessive, and always maintain the preservation of the earth as a form of gratitude to the creator

## 5. CONCLUSION

This study concludes that the purchasing behavior of N'PURE products in Bandar Lampung is positively and significantly influenced by visual aesthetics and brand identity consistency both partially and simultaneously, but the value of sustainability independently does not show a significant effect due to the phenomenon of attitude-behavior gap where environmental awareness has not been fully transformed into real economic action. Statistically, the synergy between modern

visual design, a stable brand message, and a commitment to sustainability proved to be strong predictors in driving consumer purchasing decisions, which in the perspective of Islamic business is seen as a form of ethical consumption that is aligned with halal-thayyib principles as well as human responsibility as the Caliph to maintain the balance of nature without doing damage. The success of the brand in integrating sensory elements with moral integrity not only increases consumer loyalty but also reflects the practice of spiritual values in modern muamalah that prioritizes the common good.

The implications of this study suggest that local skincare manufacturers need to prioritize visual strength and brand message consistency as key strategies to build consumer confidence in a competitive marketplace. Given the gap between attitudes and behaviors on sustainability variables, it is advisable for previous and future studies to explore moderation factors such as income levels, consumer education or product efficacy that might hinder environmental values from transforming into real purchasing decisions. In addition, businesses should not only sell environmentally friendly labels as complementary attributes, but should integrate them with concrete functional benefits and transparency of Islamic ethical values so that the sustainability commitment has stronger bargaining power and is relevant in the eyes of Generation Z consumers.

---

## REFERENCES

- Ariestania, A. R., & Adriyanto, A. T. (2024). Green Marketing dalam Membentuk Keputusan Pembelian. *Jurnal Ilmiah Manajemen Dan Bisnis*, 25(2), 159–176.
- Aulia, M. K., Nur, A., Hasniar, H., Fatrisia, A. A., Herni, H., & Hirmayani, A. (2025). Konsumsi dalam perspektif ekonomi syariah. *Jurnal Intelek Dan Cendekiawan Nusantara*, 2(4), 5061–5069. <https://jicnusantara.com/index.php/jicn/article/view/4610>
- Azaria, S. M., & Pramudita, R. A. (2021). Analisis Iklan, Persepsi Harga, Pelayanan Penjualan, Dan Konsistensi Konsumen Terhadap Pembelian Honda. *IQTISHADEquity Jurnal MANAJEMEN*, 4(1), 27–39. <https://doi.org/https://doi.org/10.51804/iej.v4i1.1586>
- Bafadal, A. (2025). *Analisis Pemasaran Ramah Lingkungan terhadap Niat Beli Berkelanjutan Skincare Merek The Body Shop, Avoskin, dan N'pure*. Universitas Islam Indonesia.
- Fahik, A. S., Musika, A., Roga, M. D. T., Fallo, A., Djuang, G., & Amaral, M. A. L. (2023). Keputusan pembelian kembali: Kepedulian konsumen terhadap produk ramah lingkungan. *Innovative: Journal Of Social Science Research*, 3(4), 3818–3831. <https://j-innovative.org/index.php/Innovative/article/view/3677>
- Husna, N. N., & Juhana, A. (2024). Peran elemen visual dalam upaya meningkatkan brand identity perusahaan: Tinjauan literatur yang sistematis. *Jurnal Tanra*, 11(2), 129–140.
- Jubaedah, D., Dermawan, M. J., & Burhanudin, B. M. (2025). Etika Bisnis Prespektif Islam Secara Umum Dan Khusus. *Ekopedia: Jurnal Ilmiah Ekonomi*, 1(1), 7–21. <https://indojournal.com/index.php/ekopedia/article/view/17>
- Keller, K. L. (2013). *Building, Measuring, and Managing Brand Equity*. Kuantitatif, P. P. (2016). Metode Penelitian Kuantitatif Kualitatif dan R&D. *Alfabeta, Bandung*.
- Laka, L., Darmansyah, R., Judijanto, L., Lase, J. F., Haluti, F., Kuswanti, F., & Kalip, K. (2024). *Pendidikan karakter Gen Z di era digital*. PT. Sonpedia Publishing Indonesia.
- Mahuda, F. D. (2017). Pengaruh brand personality dan brand trust terhadap keputusan pembelian (Studi Kasus Butik Meccanism). *Al-Infraq: Jurnal Ekonomi Islam*, 8(2), 151–167.
- Purba, A. N., Siahaan, S. D. E., Haryadi, D., & Hanafi, M. A. (2025). Pengaruh Estetika Kemasan Terhadap Keputusan Pembelian Produk Skincare Lokal di Kalangan Mahasiswa. *Journal of Economic and Business Advancement*, 1(2), 122–130.
- Rifiyah, D., & Wianti, W. (2025). Pengaruh estetika kemasan dan harga terhadap keputusan pembelian produk kosmetik OMG di kalangan milenial dan Gen Z pada Kelurahan Sukabumi Utara. *Jurnal Ekonomi Bisnis Antartika*, 3(2), 108–114. <https://doi.org/https://doi.org/10.70052/jeba.v3i2.1030>
- Sabrina, S., & Mulyana, E. W. (2022). Analisis Perilaku Pembelian Keberlanjutan Terhadap Produk Kecantikan Keberlanjutan Di Kota Batam. *JWM (Jurnal Wawasan Manajemen)*, 10(3), 178–187.
- Saha, I., & Mathew, D. J. (2025). Impact of Visual Aesthetics on Perceived Quality and Purchase Intentions

- Among Gen Z Fashion App Consumers. *International Conference on Research into Design*, 17–28.
- Sahib, M., & Ifna, N. (2024). Urgensi Penerapan Prinsip Halal dan Thayyib dalam Kegiatan Konsumsi. *POINT: Jurnal Ekonomi Dan Manajemen*, 6(1), 53–64. <https://doi.org/https://doi.org/10.46918/point.v6i1.2256>
- Shim, J., Woo, J., Yeo, H., Kang, S., Kwon, B., Jung Lee, E., Oh, J., Jeong, E., Lim, J., & Gyoo Park, S. (2024). The clean beauty trend among millennial and Generation Z consumers: assessing the safety, ethicality, and sustainability attributes of cosmetic products. *SAGE Open*, 14(2), 21582440241255430.
- Sriwahyuni, L. (2025). CONSUMER BEHAVIOR IN IMMERSIVE MARKETING 6.0 BASED ON MAQASHID SHARIA PERSPECTIVE. *PROCEEDING INTERNATIONAL CONFERENCE ON ISLAM, LAW, AND SOCIETY*, 4(1).
- Wiranata, M. H., & Ramli, A. (2025). Kajian pustaka tentang visual branding pada fashion techwear untuk konsumen Gen Z. *Jurnal Rupa Matra*, 3(2), 158–169.
- Wiraputra, J., Sari, O., Andriani, Y., & Ridwansyah, R. (2025). Ekonomi Islam dalam Pandangan Ibnu Khaldun. *Jurnal Sains, Sosial, Dan Studi Agama*, 1(8), 919–929. <https://hamfara.com/kalamizu/article/view/97>
- Yantini, N. W. D., & Yanti, N. N. S. A. (2025). STRATEGI BRANDING DAN PENATAAN PRODUK DALAM MEMBANGUN CITRA TOKO KOSMETIK VALETESHOP. *Jurnal Ekonomi Pembangunan STIE Muhammadiyah Palopo*, 11(2), 537–551.