

ABSTRACT

This study examines how ethical consciousness, the country of origin effect, and market scarcity unavailability influence the willingness of N’PURE Skincare consumers in Semarang to pay a premium price. The study employs a framework based on the Theory of Planned Behavior (TPB), with perceived credibility and green trust serving as mediating variables. A quantitative approach was used, utilizing Structural Equation Modeling (SEM) based on Analysis of Moment Structures (AMOS). Data were collected via a questionnaire using a 1 to 10 Likert scale, involving 300 individuals who purchased N’PURE Skincare products in Semarang. Data analysis encompassed checks for validity, reliability, and SEM assumptions, as well as Confirmatory Factor Analysis (CFA) and tests for the structural model and direct and indirect effects. The results indicate that ethical awareness has a positive and significant influence on perceived credibility. The country-of-origin effect also positively and significantly influences perceived credibility and green trust. Market supply limitations positively and significantly affect perceived credibility. Furthermore, perceived credibility has a positive and significant impact on both green trust and the willingness to pay a premium price, while green trust also positively and significantly influences the willingness to pay a premium price. Analysis of indirect effects reveals that perceived credibility and green trust serve as pathways linking the antecedent variables to the willingness to pay a premium price. These findings suggest that consumer ethical awareness, perceptions of a product's country of origin, and market product unavailability can strengthen brand credibility and green trust, ultimately leading consumers to accept a higher price point. This study contributes to a deeper understanding of green consumer behavior and assists N’PURE in enhancing credibility, building trust in eco-friendly products, and formulating more effective marketing strategies for skincare products.

Keywords: *Ethical Consciousness, Country of Origin Effect, Market Scarcity, Perceived Credibility, Green Trust, Willingness to Pay Premium Price, N’PURE Skincare.*