

Faktor Pendorong Niat Membeli Produk Kosmetik Ramah Lingkungan The Body Shop Pada Generasi Milenial

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ABSTRAK

Pada era globalisasi seperti saat ini tentu saja mobilitas masyarakat semakin berkembang pesat dan tingkat konsumsi juga meningkat. Tingkat konsumsi masyarakat tentu saja ditentukan oleh adanya niat pembelian. Pada saat ini masyarakat juga memiliki tingkat kepedulian lingkungan yang tinggi serta budaya hidup sehat juga semakin sering digalakan. Oleh sebab itu penelitian ini bertujuan untuk mengetahui faktor- faktor apa saja yang mempengaruhi niat seseorang di dalam membeli sebuah produk ramah lingkungan, terutama produk kosmetik ramah lingkungan *The Body Shop*. Teori yang digunakan untuk menjelaskan penelitian ini adalah *Theory of Planned Behavior* (TPB) yang diperluas dengan 8 variabel yaitu *attitude*, *subjective norm*, *perceived environmental concern*, *perceived behavioral control*, *environmental concern*. Model tersebut diuji secara empiris dengan menggunakan kuesioner online yang didapatkan dari pengumpulan sebanyak 460 responden. Data dianalisis menggunakan teknik *Structural Equation Modeling* (SEM) menggunakan software AMOS. Hasil penelitian menunjukkan bahwa *subjective norm*, *attitude*, *perceived behavioral control*, dan *environmental concern* merupakan prediktor penting yang secara positif mempengaruhi niat membeli produk kosmetik ramah lingkungan *The Body Shop* di Indonesia.

Kata kunci: *Theory of planned behavior* (TPB), niat membeli, produk ramah lingkungan, AMOS, *Structural Equation Modeling* (SEM).

Factors Driving Intention To Buy Environmentally Friendly Cosmetic Products The Body Shop in The Millennial Generation

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ABSTRACT

In the current era of globalization, of course, people's mobility is growing rapidly and consumption levels are also increasing. The level of public consumption of course is determined by the purchase intention. At this time the community also has a high level of environmental awareness and a healthy living culture is also increasingly being promoted. Therefore, this study aims to determine what factors influence a person's intention to buy an environmentally friendly product, especially The Body Shop's eco-friendly cosmetic product. The theory used to explain this research is Theory of Planned Behavior (TPB) which is expanded with 8 variables, namely attitude, subjective norm, perceived environmental concern, perceived behavioral control, environmental concern. The model was tested empirically using an online questionnaire obtained from a collection of 460 respondents. Data were analyzed using Structural Equation Modeling (SEM) using AMOS software. The results showed that subjective norm, attitude, perceived behavioral control, and environmental concern were important predictors that positively influenced the intention to buy The Body Shop's eco-friendly cosmetic products in Indonesia.

Keywords: Theory of planned behavior (TPB), purchase intention, green product, AMOS, Structural Equation Modeling (SEM).