

# FAKTOR-FAKTOR YANG MEMENGARUHI *GREEN PURCHASE BEHAVIOR* BEBERAPA PRODUK GARNIER DI INDONESIA

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## ABSTRAK

Permasalahan lingkungan menjadi hal yang sangat penting untuk dibicarakan saat ini. Salah satu industri yang ikut menyumbang pencemaran lingkungan adalah industri kosmetik. Penelitian ini dilakukan untuk mengetahui faktor yang memengaruhi *green purchase behavior* terhadap beberapa produk Garnier di Indonesia. Pengolahan data dilakukan dengan menggunakan analisis *Structural Equation Modeling* (SEM) dengan *software AMOS Graphics*. Pengumpulan data dilakukan dengan melakukan penyebaran kuesioner dan didapat sebanyak 231 responden yang memenuhi kriteria penelitian ini. Hasil penelitian menunjukkan adanya pengaruh positif dan signifikan antara *perceived value* dan *willingness to pay premium* terhadap *purchase intention* dan antara *purchase intention* terhadap *purchase behavior*. Sedangkan *environmental concern* dan *personal norms* tidak berpengaruh terhadap *purchase intention*.

Kata kunci: *green purchase behavior*, *purchase intention*, *perceived value*, *willingness to pay premium*.

*FACTORS AFFECTING GREEN PURCHASE BEHAVIOR  
ON GARNIER PRODUCTS IN INDONESIA*

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**ABSTRACT**

*Environmental issues are very important to be discussed at this time. One industry that contributes to environmental pollution is the cosmetic industry. This research was conducted to determine the factors that influence green purchase behavior towards several Garnier products in Indonesia. Data processing was carried out using Structural Equation Modeling (SEM) analysis with AMOS Graphics software. Data collection was carried out by distributing questionnaires and obtained as many as 231 respondents who met the criteria of this study. The results of the study indicate that there is a positive and significant influence between perceived value and willingness to pay a premium on purchase intention and between purchase intention and purchase behavior. Meanwhile, environmental concern and personal norms have no effect on purchase intention.*

*Keywords: green purchase behavior, purchase intention, perceived value, willingness to pay premium.*