

FAKTOR-FAKTOR YANG MEMENGARUHI *PURCHASE INTENTION* PADA KONSUMEN THE BODY SHOP DI INDONESIA

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *environmental concern*, *personal norm*, *willingness to pay* dan *perceived value* terhadap *purchase intention* pada konsumen The Body Shop di Indonesia. Penelitian ini termasuk dalam *basic research* menggunakan pendekatan kuantitatif dengan analisis data berupa SEM (*Structural Equation Model*). Pada penelitian ini menggunakan program SPSS versi 20 dan Amos 22.0 untuk Windows yang digunakan untuk pengujian *Measurement Model (Outer Model)* dan *Structural Model (Inner Model)*. Teknik pengambilan sampel yang digunakan adalah *non-probability sampling*. Besar sampel yang digunakan adalah 180 responden dengan pendidikan terakhir SMK/SMA dan telah membeli produk The Body Shop Indonesia minimal 3x dalam 3 bulan terakhir serta berdomisili di Indonesia. Hasil penelitian ini menunjukkan bahwa seluruh variabel *environmental concern*, *personal norm*, *willingness to pay* dan *perceived value* memiliki hubungan positif signifikan terhadap *purchase intention* pada konsumen The Body Shop Indonesia.

Kata kunci : *environmental concern*, *personal norm*, *willingness to pay*, *perceived value*, *purchase intention*

**FACTORS AFFECTING PURCHASE INTENTION ON THE BODY SHOP
CONSUMERS IN INDONESIA**

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ABSTRACT

This study aims to determine the effect of environmental concern, personal norm, willingness to pay and perceived value on purchase intention among The Body Shop consumers in Indonesia. This research is included in basic research using a quantitative approach with data analysis in the form of SEM (Structural Equation Model). In this study, SPSS version 20 and Amos 22.0 for Windows were used to test the Measurement Model (Outer Model) and Structural Model (Inner Model). The sampling technique used is non-probability sampling. The sample size used was 180 respondents with the last vocational/high school education and had purchased The Body Shop Indonesia products at least 3x in the last 3 months and are domiciled in Indonesia. The results of this study indicate that all environmental concern variables, personal norms, willingness to pay and perceived value have a significant positive relationship to purchase intention among The Body Shop Indonesia consumers.

Keywords : *environmental concern, personal norm, willingness to pay, perceived value, purchase intention*