

**PENGARUH *ENVIRONMENTAL CONCERN* DAN
RELIGIOSITY TERHADAP *GREEN PURCHASE INTENTION*
DENGAN *GREEN TRUST* PADA PRODUK *SKINCARE*
AVOSKIN SEBAGAI VARIABEL MEDIASI**

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**PROGRAM STUDI MANAJEMEN
FAKULTAS EKONOMI DAN BISNIS ISLAM
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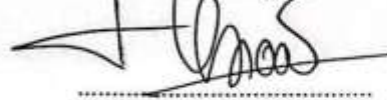
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ABSTRAK

Peningkatan industri teknologi dan sosial telah mengubah perilaku kebutuhan manusia, termasuk kebutuhan akan kecantikan. Hal ini membuat banyak aktivitas industri, terjadi pula peningkatan kerusakan lingkungan. Dengan meningkatnya kesadaran konsumen terhadap isu lingkungan dan pentingnya produk yang ramah lingkungan. Konsumen sekarang lebih memilih produk yang tidak hanya aman bagi Kesehatan tetapi juga tidak merusak lingkungan. Hal ini sejalan dengan tren global yang mendorong keberlanjutan.

Penelitian ini bertujuan untuk mengetahui dampak terhadap *green trust* avoskin dari kepedulian lingkungan, religiusitas dan minat pembelian ramah lingkungan dikalangan calon konsumen *skincare* avoskin. Penelitian ini menggunakan metodologi kuantitatif. Data primer yang diperoleh dari kuesioner yang bernilai positif pada skala pengukuran 1 sampai 5 merupakan jenis data yang digunakan. Dengan menggunakan Teknik raosoft, sebanyak 384 dan didapat 392 responden yang sesuai dengan kriteria dijadikan sampel penelitian ini. Peneliti menggunakan analisis *Structural Equation Modelling* (SEM) berbasis variance yaitu *Partial Least Square* (PLS) versi 4.1.0.9 untuk menilai alat dan hipotesis.

Temuan penelitian ini menunjukkan bahwa, Pertama, *green trust* dipengaruhi oleh *environmental concern*. Kedua *green purchase intention* dipengaruhi oleh *environmental concern*. Ketiga, *green purchase intention* dipengaruhi oleh *religiosity*. Keempat, *green purchase intention* dipengaruhi oleh *green trust*. Kelima, *green trust* berperan dalam memediasi hubungan antara *green purchase intention* dengan *environmental concern*.

Berdasarkan hasil penelitian maka perusahaan disarankan untuk memperhatikan Upaya keberlanjutan yang telah dilakukan. Upaya keberlanjutan ini harus dirasakan oleh calon konsumen sehingga dapat tercipta *green trust* yang positif pada calon konsumen avoskin. Terciptanya *green trust* yang positif dapat menciptakan ikatan kuat antara calon konsumen dengan produk sehingga calon konsumen lebih berminat untuk melakukan pembelian.

Kata kunci : *green trust*, *environmental concern*, *religiosity*, calon konsumen, *green purchase intention*.

ABSTRACT

The rise of the technology and social industry has changed the behavior of human needs, including the need for beauty. This has caused many industrial activities, and there has also been an increase in environmental damage. With increasing consumer awareness of environmental issues and the importance of environmentally friendly products. Consumers now prefer products that are not only safe for health but also do not damage the environment. This is in line with the global trend that encourages sustainability.

This study aims to determine the impact on green trust avoskin from environmental concern, religiosity and interest in environmentally friendly purchases among potential consumers of skincare avoskin. This study uses quantitative methodology. Primary data obtained from questionnaires that have positive values on a measurement scale of 1 to 5 are the types of data used. By using the raosoft technique, 384 and 392 respondents were obtained who met the criteria as samples of this study. Researchers used a variance-based Structural Equation Modeling (SEM) analysis, namely Partial Least Square (PLS) version 4.1.0.9 to assess the tools and hypotheses.

The findings of this study indicate that, First, green trust is influenced by environmental concerns. Second, green purchase intention is influenced by environmental concerns. Third, green purchase intention is influenced by religiosity. Fourth, green purchase intention is influenced by green trust. Fifth, green trust plays a role in mediating the relationship between green purchase intention and environmental concerns.

Based on the results of the study, companies are advised to pay attention to the sustainability efforts that have been made. These sustainability efforts must be felt by prospective consumers so that positive green trust can be created in prospective Avoskin consumers. The creation of positive green trust can create a strong bond between prospective consumers and the product so that prospective consumers are more interested in making purchases.

Keywords: *green trust, environmental concern, religiosity, potential consumers, green purchase intention*

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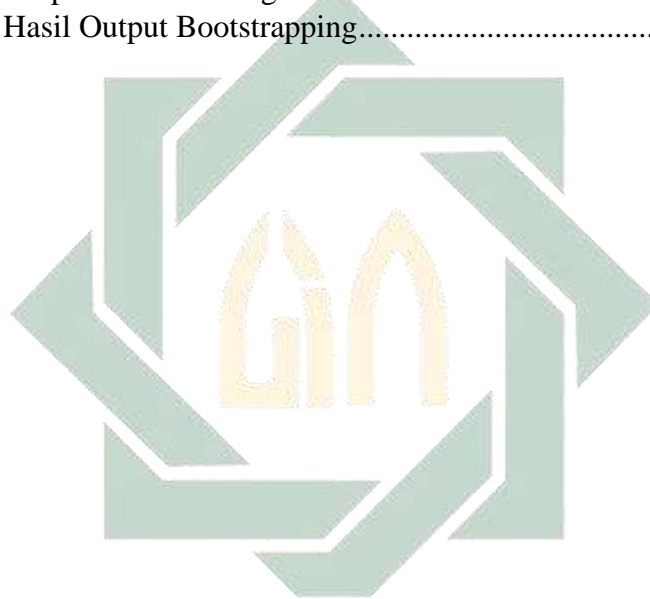
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