

**PENGARUH *BEAUTY INFLUENCER MUSLIM* DAN  
*ENVIRONMENTAL KNOWLEDGE* TERHADAP *GREEN*  
*PURCHASE INTENTION* DENGAN *GREEN TRUST* SEBAGAI  
VARIABEL MEDIASI PADA PRODUK WARDAH**

**SKRIPSI**

Oleh  
**NURUL CHUMAIROH**  
**NIM: 08020321061**



**UIN SUNAN AMPEL  
S U R A B A Y A**

**PROGRAM STUDI MANAJEMEN  
FAKULTAS EKONOMI DAN BISNIS ISLAM  
UNIVERSITAS ISLAM NEGERI SUNAN AMPEL  
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Muhammad Saifuddin, M.SM

NIP. 198603132019031011

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#### **PENGARUH BEAUTY INFLUENCER MUSLIM DAN ENVIRONMENTAL KNOWLEDGE TERHADAP GREEN PURCHASE INTENTION DENGAN GREEN TRUST SEBAGAI VARIABEL MEDIASI PADA PRODUK WARDAH**

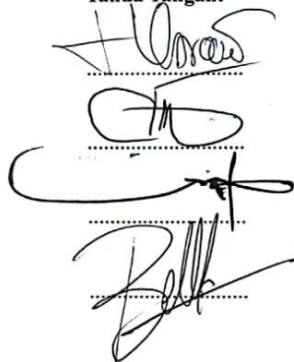
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NIM : 08020321061

Telah dipertahankan di depan Dewan Pengaji pada tanggal 13 Februari 2025  
dan dinyatakan memenuhi syarat untuk diterima.

**Susunan Dewan Pengaji:**

1. Muchammad Saifuddin, M.SM  
NIP. 198603132019031011  
(Pengaji 1)
2. Prof. H. Nur Kholis, M.Ed.Admin., Ph.D.  
NIP. 196703111992031003  
(Pengaji 2)
3. Dr. Ir. Muhamad Ahsan, MM., CHRMP.  
NIP. 196806212007011030  
(Pengaji 3)
4. Saqofa Nabilah Aini, S.E., M.Sc.  
NIP. 19930109202122028  
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NIP. 197005142000031001

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Nama : Nurul Chumairoh  
NIM : 08020321061  
Fakultas/Jurusan : Ekonomi dan Bisnis Islam/Ekonomi Syariah  
E-mail address : [nurulchumairoh28@gmail.com](mailto:nurulchumairoh28@gmail.com)

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## ABSTRAK

Industri kecantikan di Indonesia terus berkembang pesat, namun di sisi lain, tingginya konsumsi produk kosmetik memicu peningkatan limbah dan kerusakan lingkungan akibat kemasan yang tidak dapat didaur ulang dan bahan-bahan kimia yang tidak ramah lingkungan. Produk kosmetik halal dan ramah lingkungan seperti Wardah menawarkan solusi dengan menggabungkan nilai kehalalan dan keberlanjutan. Dalam konteks ini, peran *beauty influencer muslim* yang mampu menyampaikan pesan kehalalan dan kesadaran lingkungan, serta *environmental knowledge* konsumen menjadi faktor penting yang mempengaruhi *green purchase intention*.

Penelitian ini bertujuan untuk menganalisis pengaruh *beauty influencer muslim* dan *environmental knowledge* terhadap *green purchase intention* dengan *green trust* sebagai variabel mediasi pada produk Wardah. Data dikumpulkan melalui survei online yang melibatkan responden yang beragama islam yang mengikuti *beauty influencer muslim* di media sosial serta mengikuti akun instagram Wardah.

Hasil penelitian menunjukkan bahwa *beauty influencer muslim* dan *environmental knowledge* berpengaruh signifikan terhadap *green trust* dan *green purchase intention*. Selain itu, *green trust* juga berpengaruh signifikan dalam memediasi hubungan *beauty influencer muslim* dan *environmental knowledge* terhadap *green purchase intention*. Penelitian ini menegaskan pentingnya peran *green trust* dalam mendorong perilaku konsumen yang bertanggung jawab secara lingkungan dan sesuai dengan nilai-nilai keislaman.

Studi ini memberikan kontribusi teoritis pada literatur pemasaran hijau, khususnya dalam konteks kepercayaan dan niat beli hijau. Secara praktis, hasil penelitian ini dapat digunakan oleh perusahaan kosmetik Wardah untuk meningkatkan strategi pemasaran berbasis *influencer muslim* dan edukasi lingkungan yang relevan dengan konsumen Muslim di Indonesia.

**Kata Kunci:** *beauty influencer Muslim, environmental knowledge, green trust, green purchase intention, Wardah*

## ABSTRACT

The beauty industry in Indonesia continues to grow rapidly, but on the other hand, the high consumption of cosmetic products triggers an increase in waste and environmental damage due to non-recyclable packaging and environmentally unfriendly chemicals. Halal and eco-friendly cosmetic products such as Wardah offer a solution by combining the values of halalness and sustainability. In this context, the role of Muslim beauty influencers who are able to convey messages of halalness and environmental awareness, as well as consumer environmental knowledge are important factors that influence green purchase intention.

This study aims to analyze the effect of Muslim beauty influencers and environmental knowledge on green purchase intention with green trust as a mediating variable in Wardah products. Data was collected through an online survey involving Muslim respondents who follow Muslim beauty influencers on social media and follow Wardah's Instagram account.

The results showed that Muslim beauty influencers and environmental knowledge have a significant effect on green trust and green purchase intention. In addition, green trust also has a significant effect in mediating the relationship between Muslim beauty influencers and environmental knowledge on green purchase intention. This study confirms the important role of green trust in encouraging environmentally responsible consumer behavior and in accordance with Islamic values.

This study makes a theoretical contribution to the green marketing literature, particularly in the context of trust and green purchase intention. Practically, the results of this study can be used by Wardah cosmetics company to improve its Muslim influencer-based marketing strategy and environmental education relevant to Muslim consumers in Indonesia.

**Keywords:** Muslim beauty influencer, environmental knowledge, green trust, green purchase intention

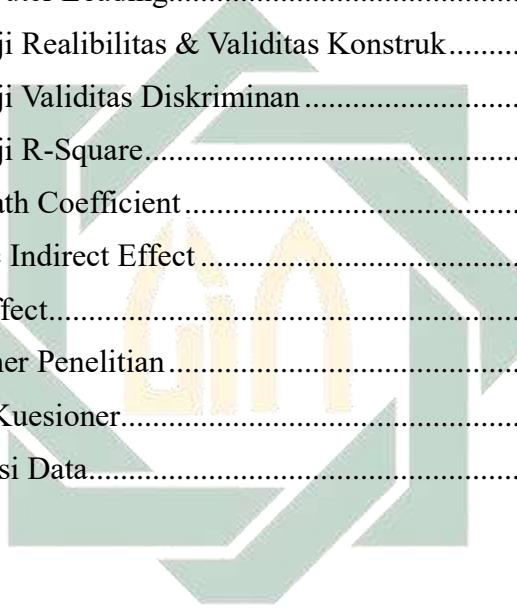
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