

**PENGARUH *GREEN PRODUCT* DAN *GREEN ADVERTISING*
TERHADAP *PURCHASE INTENTION* PRODUK *THE BODY*
SHOP DENGAN *ENVIRONMENTAL KNOWLEDGE* DAN
PERCEIVED PRICE SEBAGAI VARIABEL MODERASI**

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**PROGRAM STUDI MANAJEMEN
FAKULTAS EKONOMI DAN BISNIS ISLAM
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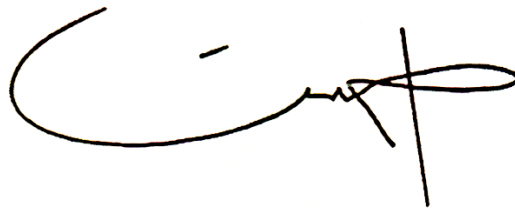

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ABSTRAK

Kesadaran akan keberlanjutan dan perlindungan lingkungan telah membawa perubahan signifikan dalam industri kecantikan, salah satunya adalah pengembangan produk ramah lingkungan. *The Body Shop*, sebagai salah satu inisiator *green marketing* pada industri ini secara konsisten mengenalkan dan mempromosikan nilai keberlanjutan melalui penggunaan bahan alami, praktik produksi etis, dan kampanye pemasaran atau iklan yang berfokus pada isu lingkungan. Meskipun demikian, harga produk yang relatif tinggi dapat menjadi tantangan dalam menarik konsumen, terutama bagi mereka yang kurang memahami nilai ramah lingkungan.

Penelitian ini bertujuan untuk menganalisis pengaruh *green product* dan *green advertising* terhadap *purchase intention* produk *the body shop* dengan mempertimbangkan faktor moderasi oleh *perceived price* dan *environmental knowledge*. Penelitian ini menggunakan pendekatan deskriptif kuantitatif. Data primer diperoleh dari kuesioner dengan skala pengukuran 1 sampai 5. Populasi penelitian merupakan seluruh warga Surabaya, dengan total sampel sebanyak 386 responden yang berdomisili di Surabaya. Penelitian ini menggunakan teknik *purposive sampling*, sampel dapat diambil dengan menentukan kriteria responden yang sesuai dengan apa yang dibutuhkan peneliti. Peneliti menggunakan analisis *Structural Equation Modeling* (SEM) berbasis *variance* yaitu *Partial Least Square* (PLS) versi 4.0.1.9 untuk menilai alat dan hipotesis

Temuan penelitian ini menunjukkan bahwa *green product* dan *green advertising* berpengaruh positif signifikan terhadap *purchase intention*. Namun, variabel *perceived price* dan *environmental knowledge* tidak memoderasi hubungan tersebut. Hasil ini sesuai dengan teori *planned behavior* (TPB) yang menunjukkan bahwa setiap tindakan manusia yang berhubungan dengan minat memerlukan perencanaan dan dipengaruhi oleh hal-hal lain, termasuk kondisi lingkungan.

Berdasarkan hasil penelitian, maka perusahaan disarankan untuk lebih menekankan nilai keberlanjutan, meningkatkan edukasi konsumen, dan mengkomunikasikan *value for money* dari produk ramah lingkungan. Selain itu penelitian ini memberikan kontribusi akademik dengan menginterpretasikan perspektif TPB untuk memahami perilaku pembelian produk ramah lingkungan.

Kata kunci: *green product, green advertising, environmental knowledge, perceived price, purchase intention.*

ABSTRACT

Awareness of sustainability and environmental protection has brought about significant changes in the beauty industry, one of which is the development of eco-friendly products. The Body Shop, as one of the initiators of green marketing in this industry, has consistently introduced and promoted the value of sustainability through the use of natural ingredients, ethical production practices, and marketing or advertising campaigns that focus on environmental issues. Nonetheless, the relatively high price of the products can be a challenge in attracting consumers, especially for those who lack an understanding of the value of being environmentally friendly.

This study aims to analyze the effect of green products and green advertising on the intention to purchase The Body Shop products by considering the moderating factors of price perception and environmental knowledge. This study uses a quantitative descriptive approach. Primary data were obtained from a questionnaire with a measurement scale of 1 to 5, using the Isaac & Michael sampling technique, 386 respondents were sampled in this study. This study uses a purposive sampling technique, samples can be taken by determining the criteria of respondents that are in accordance with what the researcher needs. The researcher used variance-based Structural Equation Modeling (SEM) analysis, namely Partial Least Square (PLS) version 4.0.1.9 to assess the tools and hypotheses

The findings of this study indicate that green products and green advertising have a significant positive effect on purchase intentions. However, the variables of price perception and environmental knowledge do not moderate the relationship. These results are in accordance with the theory of planned behaviour (TPB) which shows that every human action related to interest requires planning and is influenced by other things, including environmental conditions.

Based on the results of the study, companies are advised to emphasize the value of desire, increase consumer education, and communicate the value for money of environmentally friendly products. In addition, this study provides academic contributions by interpreting the TPB perspective to understand the purchasing behavior of environmentally friendly products.

Keywords: environmentally friendly products, environmentally friendly advertising, environmental knowledge, price perception, purchase intentions.

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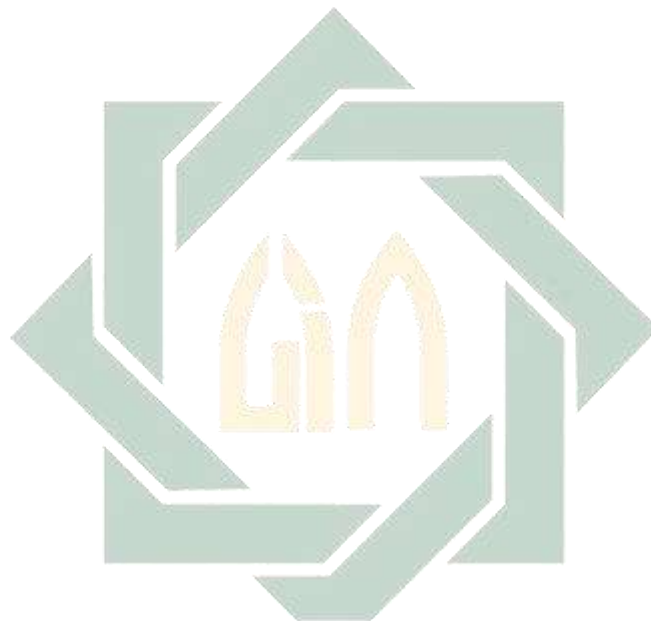
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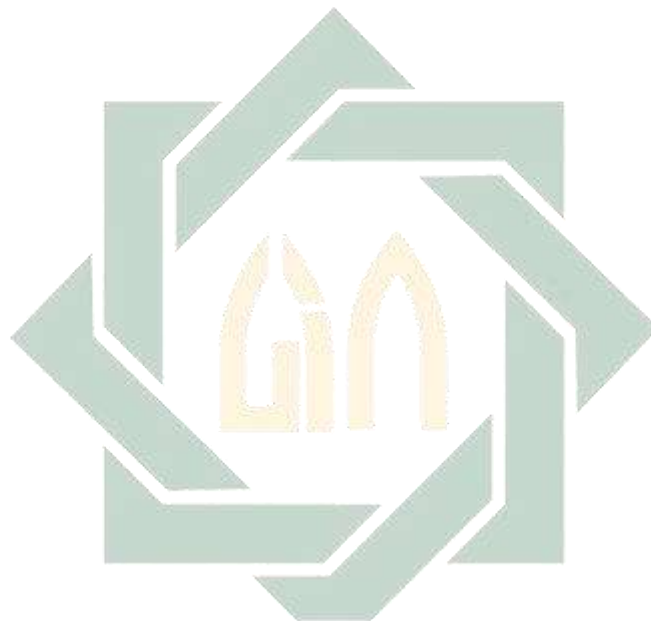
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