Abstrak

Studi ini membahas pentingnya make-up dalam kehidupan wanita dan dampaknya terhadap industri kecantikan di Indonesia. Dengan pertumbuhan industri yang signifikan, tantangan lingkungan seperti sampah plastik menjadi perhatian utama. Penelitian ini menggunakan Theory of Planned Behaviour (TPB) untuk menganalisis faktor-faktor yang mempengaruhi niat dan perilaku pembelian ramah lingkungan, khususnya pada produk The Body Shop. Penelitian ini menggunakan metode kuantitatif dengan kuesioner online untuk menganalisis hubungan antara variabel-variabel terkait niat dan perilaku pembelian ramah lingkungan pada produk The Body Shop. Data diolah menggunakan Structural Equation Model (SEM) dengan SmartPLS 4.0, yang menguji validitas, reliabilitas, dan pengaruh antar variabel laten melalui uji outer dan inner model. Hasil penelitian menunjukkan subjective norms mempengaruhi moral norms, moral norms mempengaruhi attitude, attitude mempengaruhi green purchase intention, dan green purchase intention mempengaruhi green purchase behaviour. Namun, subjective norms dan moral norms tidak mempengaruhi green purchase intention. Perceived behavioural control dan environmental knowledge mempengaruhi green purchase intention, sementara green trust tidak. Kesimpulan ini didukung studi terdahulu dan kontekstual pasar Jabodetabek-Bandung. Penelitian ini mencapai tujuannya dengan menganalisis pengaruh faktor-faktor terhadap green purchase intention dan behaviour untuk produk The Body Shop. Hasilnya menunjukkan bahwa attitude, perceived behavioural control, dan environmental knowledge secara positif mempengaruhi green purchase intention. Sebaliknya, subjective norms dan green trust tidak berpengaruh langsung. Implikasi praktis termasuk mengembangkan program ramah lingkungan dan meningkatkan kesadaran lingkungan konsumen.

Kata Kunci: Make-up, Industri kecantikan, Theory of Planned Behaviour (TPB), Niat pembelian ramah lingkungan, Perilaku pembelian ramah lingkungan, The Body Shop, Structural Equation Model (SEM)

Abstract

This study examines the importance of makeup in women's lives and its impact on the beauty industry in Indonesia. With significant industry growth, environmental challenges such as plastic waste are a major concern. Using the Theory of Planned Behavior (TPB), the research analyzes factors influencing environmentally friendly purchase intentions and behaviors, specifically for The Body Shop products. The study employs a quantitative method with an online questionnaire to analyze the relationships between variables related to green purchase intentions and behaviors for The Body Shop products. Data is processed using Structural Equation Modeling (SEM) with SmartPLS 4.0, testing validity, reliability, and the influence of latent variables through outer and inner model tests. Findings reveal that subjective norms influence moral norms, moral norms impact attitude, attitude affects green purchase intention, and green purchase intention influences green purchase behavior. However, subjective norms and moral norms do not directly affect green purchase intention. Perceived behavioral control and environmental knowledge positively affect green purchase intention, while green trust does not. These conclusions are supported by previous studies and the market context of Jabodetabek-Bandung. The research achieves its goals by analyzing the effects of various factors on green purchase intention and behavior for The Body Shop products. Results show that attitude, perceived behavioral control, and environmental knowledge positively influence green purchase intention, while subjective norms and green trust do not have a direct effect. Practical implications include developing environmentally friendly programs and enhancing consumer environmental awareness.

Keywords: *Make-up, Beauty industry, Theory of Planned Behavior (TPB), Green purchase intention, Green purchase behavior, The Body Shop, Structural Equation Model (SEM)*