

# Analisis pengaruh green brand positioning, green brand knowledge, dan attitude toward green brand terhadap green product purchase intention = Analysis of the influence of green brand positioning green brand knowledge and attitude toward green brand to green product purchase intention

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## Abstrak

Sustainability menjadi tantangan yang dihadapi perusahaan seiring meningkatnya perhatian konsumen terhadap aktivitas bisnis ramah lingkungan dan permintaan green brand. Industri kosmetik dan personal care termasuk industri yang terus berkembang permintaannya, terutama green cosmetics dan personal care. Penelitian ini bertujuan menganalisis pengaruh green brand positioning, green brand knowledge, dan attitude toward green brand terhadap green product purchase intention dari The Body Shop sebagai salah satu brand kometik dan personal care ramah lingkungan yang juga membuktikan komitmen peduli lingkungannya pada aktivitas perusahaan. Sampel penelitian ini adalah konsumen yang belum pernah membeli produk The Body Shop dan berdomisili di Jabodetabek. Data diolah menggunakan metode Structural Equation Modelling dimana hasilnya menunjukkan jika green brand positioning tidak berpengaruh terhadap attitude toward green brand, namun berpengaruh positif terhadap green brand knowledge, sedangkan, green brand knowledge berpengaruh positif terhadap attitude toward green brand yang dilanjutkan dengan pengaruh positif attitude toward green brand terhadap green purchase intention.

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Sustainability becomes a challenge to companies because of the increasing consumers rsquo attention to eco friendly business activities and demand for green brand. Cosmetics and personal care industry is one of potential businesses that have significant increase in demand, especially for green cosmetics and personal care. This study has purpose to analyze the influence of green brand positioning, green brand knowledge, and attitude toward green brand to green product purchase intention of The Body Shop as green brand cosmetics and personal care which has proven their commitment to the environment through their company activitiess. The sample was consumers who have never bought The Body Shop and lived in Jabodetabek. Then, the collected data was processed using Structural Equation Modelling. Finally, the results of this research showed that green brand positioning does not have positive effect on attitude toward green brand, but has positive effect on green brand knowledge. Meanwhile, green brand knowledge has positive effect on attitude toward green brand followed by positive effect of attitude toward green brand on green purchase intention.