

# Analisis keinginan membeli terhadap produk green skincare menggunakan theory of planned behavior dengan moderasi country of origin dan price sensitivity = Analysing purchase intention of green skincare products using the theory of planned behavior with moderation country of origin and price sensitivity

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## Abstrak

Penelitian ini bertujuan untuk mengetahui faktor-faktor yang mempengaruhi keinginan membeli produk green skincare pada milenial dan generasi Z menggunakan pendekatan the theory of planned behavior dengan country of origin dan price sensitivity sebagai variabel moderasi nya. Sampel yang digunakan dalam penelitian ini sebanyak 389 responden yang merupakan responden berusia 17 - 40 tahun, berdomisili di Jabodetabek, Indonesia, dan pernah menggunakan skincare dalam 6 bulan terakhir. Penelitian ini menggunakan Structural Equation Modeling (SEM) PLS dalam pengolahan data. Hasil penelitian ini membuktikan bahwa: (1) Attitude memiliki pengaruh positif pada Purchase Intention; (2) Subjective Norm memiliki pengaruh positif pada Purchase Intention; (3) Perceived Behavioral Control memiliki pengaruh positif pada Purchase Intention; (4) Country of Origin yang positif tidak memiliki pengaruh signifikan dalam hubungan antara Attitude dan Purchase Intention; (5) Country of Origin yang positif memperkuat hubungan antara Subjective Norm dan Purchase Intention; (6) Country of Origin yang positif tidak memiliki pengaruh signifikan dalam hubungan antara Perceived Behavior Control dan Purchase Intention; (7) Price Sensitivity yang tinggi melemahkan hubungan antara Attitude dan Purchase Intention; (8) Price Sensitivity yang tinggi melemahkan hubungan antara Subjective Norm dan Purchase Intention; (9) Price Sensitivity yang tinggi tidak memiliki pengaruh signifikan dalam hubungan antara Perceived Behavior Control dan Purchase Intention.

.....This study aims to determine the factors that influence the desire to buy green skincare products for millennials and generation Z using the theory of planned behavior approach with country of origin and price sensitivity as moderating variables. The sample used in this study were 389 respondents who were respondents aged 17-40 years, domiciled in Jabodetabek, Indonesia, and had used skincare in the last 6 months. This research uses PLS Structural Equation Modeling (SEM) in data processing. The results of this study prove that: (1) Attitude has a positive effect on Purchase Intention; (2) Subjective Norm has a positive influence on Purchase Intention; (3) Perceived Behavioral Control has a positive effect on Purchase Intention; (4) Positive Country of Origin has no significant effect on the relationship between Attitude and Purchase Intention; (5) Positive Country of Origin strengthens the relationship between Subjective Norm and Purchase Intention; (6) Positive Country of Origin has no significant effect on the relationship between Perceived Behavior Control and Purchase Intention; (7) High Price Sensitivity weakens the relationship between Attitude and Purchase Intention; (8) High Price Sensitivity weakens the relationship between Subjective Norm and Purchase Intention; (9) High Price Sensitivity has no significant effect on the relationship between Perceived Behavior Control and Purchase Intention.