

## Faktor yang memengaruhi green purchase behavior konsumen Indonesia terhadap produk kosmetik ramah lingkungan = Factors influencing the consumer's green purchase behavior towards green cosmetics products in Indonesia.

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### Abstrak

Permasalahan lingkungan telah menjadi perhatian masyarakat dunia. Kini, terjadi perubahan gaya hidup untuk mengurangi efek negatif terhadap lingkungan akibat konsumsi masyarakat. Muncul berbagai gerakan pelestarian lingkungan, salah satunya dengan membeli kosmetik ramah lingkungan. Penelitian ini bertujuan untuk mengetahui pengaruh altruistic value, biospheric value, dan hedonic value, serta mengetahui pengaruh mediasi pro-environmental belief dan personal norm terhadap green purchase behavior konsumen Indonesia dalam konteks pembelian kosmetik ramah lingkungan. Pengambilan data dilakukan dengan metode purposive sampling menggunakan survei online terhadap pembeli dan pengguna kosmetik ramah lingkungan berusia minimal 17 tahun di Indonesia. Sebanyak 230 responden terkumpul dalam penelitian ini, kemudian data diolah menggunakan software Partial Least Square-Structural Equation Method (PLS-SEM). Hasil penelitian menunjukkan bahwa data mendukung seluruh hipotesis, yaitu ketiga nilai tersebut berpengaruh secara signifikan terhadap pro-environmental belief, yang mendorong perasaan berkepentingan untuk memenuhi tanggung jawab untuk menghadapi permasalahan lingkungan (personal norm). Peran mediasi dari pro-environmental belief terhadap hubungan ketiga nilai tersebut dengan personal norm, serta peran mediasi personal norm terhadap hubungan pro-environmental belief dan green purchase behavior terbukti berpengaruh secara signifikan. Penelitian ini dapat bermanfaat untuk membantu manajer dalam merumuskan strategi dalam memasarkan produk kosmetik ramah lingkungan.

.....Environmental issues that happened all over the world have earned public attention. There's a change in consumer's lifestyle that aims to reduce the negative effects on the environment created by their consumption. As the industry grows wider, the cosmetic industry continues to contribute to environmental damages. There are various movements to preserve the environment, one of them is by buying green cosmetics. This study aims to determine the effect of altruistic value, biospheric value, and hedonic value, as well as to determine the mediating effect of pro-environmental beliefs and personal norms on the green purchase behavior towards green cosmetics products in Indonesia. Purposive sampling with online survey technique was done on buyers and users of green cosmetics products with a minimum age of 17 years old. 230 respondents were collected and analyzed using Partial Least Square-Structural Equation Method (PLS-SEM). The result revealed that altruistic, biospheric, and hedonic value have a significant effect on pro-environmental beliefs, which encourage feelings of interest in fulfilling responsibilities to deal with environmental problems (personal norms). The mediating role of pro-environmental belief on the relationship between these three values and personal norms, as well as the mediating role of personal norm on the relationship between pro-environmental belief and green purchase behavior proved to have a significant effect. This research hopefully can be useful to help managers in formulating strategies to market green cosmetic products.