

Pengaruh Perceived Value, Health Consciousness, Dan Environmental Awareness Terhadap Repurchase Intention Pada Green Cosmetics = The Influence of Perceived Value, Health Consciousness and Environmental Awareness Toward Repurchase Intention in Green Cosmetics

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Abstrak

Industri kosmetik di Indonesia sedang mengalami pertumbuhan yang baik seiring dengan perubahan dan perkembangan gaya hidup. Di samping itu, terdapat beberapa faktor permasalahan, yaitu dari sisi kesehatan (potensi kandungan bahan kimia berbahaya yang dapat mengganggu kesehatan), lingkungan (pencemaran lingkungan akibat proses produksi maupun pembuangan produk), dan kesejahteraan hewan (adanya pengujian pada hewan). Faktor-faktor tersebut mendorong konsumen untuk berperilaku hijau dalam keputusan pembelian mereka. Akibatnya, pengusaha termotivasi untuk menciptakan produk hijau, yaitu green cosmetics. Konsumen yang dapat membeli produk green cosmetics masih sedikit dikarenakan produk yang cenderung mahal. Sulit menghubungkan green consumer dengan hal-hal lain karena setiap konsumen memiliki preferensi selera atribut produk hijau yang berbeda. Untuk itu, peneliti ingin menganalisis lebih lanjut faktor-faktor apa saja yang mempengaruhi repurchase intention konsumen pada produk green cosmetics dengan menggunakan variabel perceived value (functional value, emotional value, social value), health consciousness, environmental awareness, dan ethical concern sebagai variabel mediasi. Desain penelitian untuk pengambilan sample menggunakan cross sectional dengan metode nonprobability sampling. Kriteria responden yang ditentukan, yaitu berusia minimal 17 tahun dan pernah membeli produk green cosmetics. Kuesioner penelitian disebarikan secara online. Data responden sebanyak 206 responden diolah dan dianalisis pada tahap maintest. Smart PLS 3.0 merupakan software yang digunakan untuk menganalisis data pada penelitian ini. Hasil menunjukkan bahwa variabel functional value, emotional value, dan environmental awareness berpengaruh positif secara langsung terhadap repurchase intention. Ethical concern sebagai variabel mediasi, secara positif memediasi functional value dan repurchase intention, juga terhadap emotional value dan repurchase intention, serta health consciousness dan repurchase intention. Health consciousness secara langsung tidak berpengaruh positif terhadap repurchase intention. Social value secara langsung maupun tidak langsung (melalui variabel mediasi ethical concern) tidak berpengaruh positif terhadap repurchase intention.

.....The cosmetics industry in Indonesia is experiencing good growth in line with changes and developments in lifestyle. In addition, there are several problem factors, from a health perspective (potentially containing hazardous chemicals that can harm health), the environment (environmental contamination due to the production process and product disposal), and animal welfare (testing on animals). These factors encourage consumers to behave green in their purchasing decisions. As a result, entrepreneurs are motivated to create green products, namely green cosmetics. There are only a few consumers who can buy green cosmetic products because the products tend to be expensive. It is difficult to link green consumers with other things because each consumer has different taste preferences for green product attributes. For this reason, researchers want to further analyze what factors that influence consumer repurchase intentions for green

cosmetic products by using the variables of perceived value (functional value, emotional value, social value), health awareness, environmental awareness, and ethical concern as mediating variables. The research design for sampling using cross sectional with nonprobability sampling method. The specified criteria for respondents are at least 17 years old and have purchased green cosmetic products. The research questionnaire was distributed online. The data of 206 respondents were processed and analyzed at the main test stage. Smart PLS 3.0 is the software used to analyze the data in this study. The results show that functional value, emotional value, and environmental awareness have a direct positive effect on repurchase intention. Ethical concern as a mediating variable positively mediates functional value and repurchase intention, as well as emotional value and repurchase intention, also health consciousness and repurchase intention. Health consciousness has no direct positive effect on repurchase intention. Social value directly or indirectly (through the mediating variable of ethical issues) does not have a positive effect on repurchase intention.