

# Analisis Pengaruh Green Brand Knowledge terhadap Green Purchasing Behavior melalui Green Trust dan Green Perceived Value (Studi Pada Konsumen Sensatia Botanicals di Jabodetabek) = The Influence of Green Brand Knowledge on Green Purchasing Behavior through Green Trust and Green Perceived Value (Study on Sensatia Botanicals Consumers in Jabodetabek)

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## Abstrak

Di tengah perkembangan industri kosmetik di Indonesia, hal tersebut juga berdampak pada lingkungan di mana beberapa pelaku industri bisnis kosmetik menggunakan bahan dan kemasan yang dapat mencemari lingkungan. Meniyasati hal tersebut, beberapa brand kosmetik asal Indonesia mengusung konsep sustainability dan menerapkan green marketing. Tidak hanya itu, konsumen juga kini mulai beralih pada pembelian ramah lingkungan atau green purchasing behavior. Green purchasing behavior sendiri penting karena perilaku tersebut dapat meminimalisir dampak buruk pada lingkungan. Oleh karena itu, penelitian ini meneliti pengaruh green brand knowledge, green trust, dan green perceived value terhadap green purchasing behavior pada konsumen salah satu merek kosmetik yang telah menerapkan konsep green yakni Sensatia Botanicals di Jabodetabek. Penelitian menggunakan pendekatan kuantitatif dengan menyebarkan kuesioner pada responden. Penarikan sampel dilakukan menggunakan teknik non-probability purposive sampling kepada 155 responden yang memenuhi kriteria. Kemudian data diolah menggunakan IBM SPSS Statistics 25 dan SmartPLS 3.2.9. Hasil penelitian menunjukkan bahwa green brand knowledge berpengaruh signifikan terhadap green purchasing behavior. Selain itu, green trust dan green perceived value memediasi pengaruh green brand knowledge terhadap green purchasing behavior. Penelitian di masa depan dapat meneliti variabel serupa pada merek di industri lain seperti produk elektronik, home-appliances, fashion, dan fast-moving consumer goods.

.....Hence the development of the cosmetics industry in Indonesia, this also has an impact on the environment where several cosmetic business industry players use materials and packaging that can pollute the environment. To get around this, several cosmetic brands from Indonesia are promoting the concept of sustainability and implementing green marketing. Not only that, consumers are also starting to switch to environmentally friendly product as in shifting to green purchasing behavior. Green purchasing behavior itself is important because this behavior can minimize negative impacts on the environment. Therefore, this research examine the influence of green brand knowledge, green trust, and green perceived value on green purchasing behavior among consumers of one of the cosmetic brands that have implemented the green concept, namely Sensatia Botanicals that are located in Jabodetabek. The research uses a quantitative approach by distributing questionnaires to respondents. Sampling was carried out using a non-probability purposive sampling technique for 155 respondents who met the criteria. Then the data was processed using IBM SPSS Statistics 25 and SmartPLS 3.2.9. The research results show that green brand knowledge has a significant effect on green purchasing behavior. Apart from that, green trust and green perceived value mediate the influence of green brand knowledge on green purchasing behavior. Future research could examine similar variables across brands in other industries such as electronics, home appliances, fashion,

and fast-moving consumer goods.