

# Pengaruh Eco-label, Eco-brand, dan Environmental Advertisement Terhadap Consumer Purchase Behavior Pada Konsumen Produk Skin Care Oasea di Jabodetabek = The Influence of Eco-labels, Eco-brands, and Environmental Advertisements on Consumer Purchase Behavior among Consumers of Oasea Skin Care Products in Jabodetabek

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## Abstrak

Tingginya kesadaran masyarakat untuk menjaga kelestarian alam menyebabkan perubahan perilaku pembelian masyarakat (consumer purchase behavior) menjadi lebih ramah lingkungan. Dalam hal ini, green marketing dinilai sebagai cara yang inovatif bagi perusahaan untuk memperoleh keunggulan kompetitif sekaligus kesuksesan. Tren green marketing dapat ditinjau dari industri kosmetik, dimana brand kosmetik yang menerapkan praktik green marketing diperkirakan akan mengalami pertumbuhan di masa depan. Namun, masih terdapat pula konsumen di Indonesia yang belum sadar akan pentingnya membeli produk ramah lingkungan (green product) sehingga diperlukan green marketing tools, seperti eco-label, eco-brand, dan environmental advertisement agar bisa mengkomunikasikan green product, khususnya kosmetik ramah lingkungan (green cosmetics) secara lebih intens. Oleh sebab itu, penelitian ini berupaya meneliti pengaruh eco-label, eco-brand, dan environmental advertisement terhadap consumer purchase behavior pada konsumen di Jabodetabek dari salah satu brand kosmetik yang mengadopsi ketiga green marketing tools tersebut, yakni Oasea. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik penarikan sampel berupa non-probability purposive sampling. Sampel dalam penelitian ini sebanyak 100 responden. Kemudian data diolah menggunakan teknik analisis regresi berganda melalui software IBM SPSS Statistics versi 25. Hasil penelitian menunjukkan bahwa seluruh hipotesis diterima. Secara parsial, eco-label, eco-brand, dan environmental advertisement memiliki pengaruh yang positif dan signifikan terhadap consumer purchase behavior.

.....The high level of public awareness of preserving nature has led to changes in consumer purchasing behavior to become more environmentally friendly. In this case, green marketing is considered an innovative way for companies to gain competitive advantage and success. However, there are still consumers in Indonesia who are not yet aware of the importance of buying green products, so green marketing tools are needed, such as eco-labels, eco-brands, and environmental advertisements in order to communicate green products, especially green cosmetics more intensely. Oasea is one of the cosmetic (skin care) brands that applies eco-labels, eco-brands and environmental advertisements. The aim of this research is to analyze the influence of eco-labels, eco-brands, and environmental advertisements on consumer purchase behavior. This research uses a quantitative approach and survey methods on Oasea consumers in Jabodetabek aged at least 18 years with a sample size of 100 people. The research results show that partially each of eco-label, eco-brand, and environmental advertisement has a positive and significant effect on consumer purchase behavior. Research also reveals that eco-labels, eco-brands, and environmental advertisements simultaneously have a positive and significant effect on consumer purchase behavior.