

Penerapan extended theory of planned behavior dalam meningkatkan green purchase intention produk kosmetik: Moderasi kualitas dan religiusitas = Application of extended theory of planned behavior in increasing green purchase intention of cosmetic products: Moderating quality and religiosity

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Abstrak

Seiring dengan pertumbuhan industri kosmetik yang signifikan, semakin banyak konsumen yang mulai menyadari pentingnya perawatan diri dan dampak negatif dari produk yang digunakan terhadap lingkungan. Dengan demikian, penelitian ini bertujuan untuk menguji kontribusi environmental knowledge dan environmental sensitivity terhadap green purchase intention produk kosmetik ramah lingkungan, serta efek moderasi green product quality dan Islamic religiosity pada muslim Generasi Z dengan menggunakan model Extended Theory of Planned Behavior (TPB). Untuk menguji 14 hipotesis, melalui metode penelitian online survey diperoleh data dari 418 responden muslim Generasi Z melalui teknik purposive sampling.

Pengolahan data dengan menggunakan metode PLS-SEM dengan software SmartPLS 3 memperlihatkan hanya 8 hipotesis yang signifikan. Hasil penelitian ini menunjukkan bahwa environmental knowledge dan environmental sensitivity berpengaruh positif terhadap attitude towards purchase of green product, yang selanjutnya berpengaruh positif terhadap green purchase intention. Sementara itu, subjective norms dan perceived behavioral control tidak memiliki pengaruh positif terhadap green purchase intention. Variabel green product quality dan Islamic religiosity juga tidak memoderasi pengaruh variabel TPB dan green purchase intention. Penelitian ini berkontribusi sebagai sumber literatur bagi akademisi, panduan strategi green marketing bagi pelaku industri, acuan kebijakan lingkungan bagi regulator, dan meningkatkan kesadaran lingkungan masyarakat secara keseluruhan.

.....Along with the significant growth of the cosmetics industry, more and more consumers are beginning to realize the importance of self-care and the negative impact of the products used on the environment. Thus, this study examines the contribution of environmental knowledge and environmental sensitivity to green purchase intention of environmentally friendly cosmetic products and the moderating effects of green product quality and Islamic religiosity on Generation Z Muslims using the Extended Theory of Planned Behavior (TPB) model. To test 14 hypotheses through an online survey research method, data were obtained from 418 Generation Z Muslim respondents through a purposive sampling technique. Data processing using the PLS-SEM method with SmartPLS 3 shows only 8 significant hypotheses. The results of this study indicate that environmental knowledge and environmental sensitivity positively affect attitudes toward purchase green products, which in turn has a positive effect on green purchase intention. Meanwhile, subjective norms and perceived behavioral control do not positively affect green purchase intention. Green product quality and Islamic religiosity variables also do not moderate the influence of TPB variables and green purchase intention. This research contributes as a source of literature for academics, a guide to green marketing strategies for industry players, an environmental policy reference for regulators, and increases overall public environmental awareness.