

**Analisis Pengaruh Electronic Word Of Mouth (eWOM), Environmental Concern dan Health Concern, Terhadap Pembelian Produk Perawatan Kulit Ramah Lingkungan (Perluasan Theory of Planned Behavior) = Analysis the Impact of Electronic Word of Mouth (eWOM), Environmental Concern, and Health Concern on the Purchase of Eco-Friendly Skincare Products (An Extension of the Theory of Planned Behavior)**

Nadiah Kusuma Ariastuti, author

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**Abstrak**

Penelitian ini mengkaji pengaruh Electronic Word of Mouth (eWOM), kepedulian terhadap lingkungan (environmental concern), dan kepedulian terhadap kesehatan (health concern) terhadap niat pembelian produk perawatan kulit ramah lingkungan di Indonesia dengan pendekatan Theory of Planned Behavior (TPB). Fokus penelitian ini adalah Generasi Z dengan usia 18–28 tahun, berdomisili di Indonesia, aktif menggunakan media sosial, memiliki pengetahuan tentang produk perawatan kulit ramah lingkungan, dan mencari informasi sebelum pembelian. Sebanyak 290 responden terlibat dalam penelitian ini. Penelitian mengeksplorasi hubungan eWOM dan niat pembelian konsumen secara langsung maupun melalui mediasi variabel TPB (sikap, norma subjektif, dan kontrol perilaku yang dirasakan) serta perluasan variabel berupa kepedulian terhadap kesehatan dan lingkungan. Menggunakan metode Partial Least Square-Structural Equation Modelling (PLS-SEM), penelitian ini menemukan bahwa eWOM, environmental concern, dan health concern signifikan mempengaruhi niat pembelian produk perawatan kulit ramah lingkungan, baik secara langsung maupun tidak langsung. Penelitian ini berkontribusi pada literatur perilaku konsumen ramah lingkungan serta menawarkan wawasan strategis bagi pemasar dalam merancang kampanye komunikasi digital yang efektif.

.....This research investigates the impact of Electronic Word of Mouth (eWOM), environmental concern, and health concern on the purchase intention of eco-friendly skincare products in Indonesia, employing the extended Theory of Planned Behavior (TPB) as its conceptual framework. The study targets Generation Z, aged 18–28 years, residing in Indonesia, active on social media, knowledgeable about eco-friendly skincare products, and regularly seeking information before making purchases. A total of 290 qualified respondents participated in this study. The study examines both direct and indirect effects of eWOM on purchase intention, mediated by TPB constructs (attitude, subjective norm, and perceived behavioral control) and extended by health and environmental concern. Utilizing Partial Least Square-Structural Equation Modelling (PLS-SEM), the findings confirm that eWOM, environmental concern, and health concern significantly influence the purchase intention for eco-friendly skincare products, either directly or through mediating variables. This research offers valuable contributions to the understanding of eco-conscious consumer behavior and provides actionable insights for marketers in developing effective digital communication strategies.