

# Sustainable beauty: pengaruh eco-label, product attributes, Perceived Consumer Effectiveness (PCE), dan environmental awareness terhadap green purchase behavior = Sustainable beauty: the effect of eco-label, product attributes, Perceived Consumer Effectiveness (PCE), and environmental awareness on green purchase behavior

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## Abstrak

Meningkatnya pencemaran lingkungan serta adanya urgensi untuk meningkatkan kepedulian lingkungan masyarakat Indonesia, menyebabkan perusahaan turut berkontribusi melalui penerapan green marketing. Sementara itu, sektor kosmetik di Indonesia saat ini sedang tumbuh signifikan. Green marketing juga turut diimplementasikan pada industri tersebut dengan munculnya berbagai merek kosmetik lokal yang mengusung konsep sustainable beauty. Gen Z menjadi salah satu faktor pendorong booming-nya industri kosmetik di Indonesia. Maka, pelaku bisnis sustainable beauty perlu mengetahui faktor-faktor yang dianggap berpengaruh terhadap green purchase behavior pada Gen Z. Penelitian ini mengidentifikasi beberapa faktor yang dianggap berpengaruh, melalui survei terhadap 335 responden yang dilakukan melalui kuesioner daring dan data dianalisis menggunakan Structural Equation Modelling (SEM). Hasil penelitian menunjukkan bahwa faktor yang mempengaruhi green purchase behavior Gen Z terhadap produk green cosmetics merek lokal adalah eco-label, PCE, environmental attitude, dan ecological affection. Penelitian ini juga menunjukkan bahwa meningkatkan ecological affection dapat dilakukan baik secara langsung melalui PCE ataupun melalui environmental attitude terlebih dahulu.

.....The increasing environmental pollution and the urgency to increase environmental awareness of Indonesian society, have caused companies to contribute through the implementation of green marketing. Meanwhile, the cosmetic sector in Indonesia is currently growing significantly. Green marketing is also implemented in the industry with the emergence of various local cosmetic brands that carry the concept of sustainable beauty. Gen Z is one of the driving factors for the booming cosmetic industry in Indonesia. So, sustainable beauty business players need to know the factors that are considered to have an effect on green purchase behavior in Gen Z. This study identifies several factors that are considered influential, through a survey of 335 respondents conducted through an online questionnaire and the data were analyzed using Structural Equation Modeling (SEM). The findings suggest factors that affect Gen Z's green purchase behavior towards local brand green cosmetics are eco-label, PCE, environmental attitude, and ecological affection. This research also shows that increasing ecological affection can be done either directly through PCE or through environmental attitude first.