

ABSTRACT

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HOW MORAL OBLIGATION, GREEN TRUST, SELF-IDENTITY, HEALTH, SOCIAL VALUE, AND SATISFACTION AFFECT INDONESIAN WOMEN REPURCHASE INTENTION TOWARDS THE BODY SHOP GREEN COSMETICS

(xiii + 121 pages; 6 figures; 35 tables; 6 appendices)

Global climate change is exacerbated by the use of nonrenewable energy, which emits greenhouse gases. Businesses throughout the world, including The Body Shop, must discover sustainable energy solutions to help combat climate change. Clients and customers are more ecologically conscious than ever before, and they're opting for products and services that reflect their values and lifestyles. This study aims to understand how moral obligation, green trust, self-identity, health consciousness, social value, and satisfaction influence Indonesian women repurchase intention towards green cosmetics from The Body Shop in Indonesia. This study takes a quantitative approach, with data collected through computerized surveys using Google Forms. The respondents of this study are 140 Indonesian young women who have repurchased from The Body Shop at least once before. The measurement in this investigation was done with SmartPLS 3.3.2. The validity and reliability measures are in the outer model, whereas multicollinearity, R-square, T-statistics, and P-value tests are in the inner model. In addition, structural equation modeling was used to examine the construct relations in this study's theoretical framework. The results of this study shows that moral obligation, green trust, self-identity, health consciousness do not have a direct significant influence towards green cosmetics repurchase intention, whereas social value and satisfaction do have. Therefore, to increase green cosmetics repurchase intention, social value and satisfaction have to be boosted.

Keywords: *Social Value, Satisfaction, Green Cosmetics Repurchase Intention*

References: 73 (1971 – 2021)