ABSTRAK

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PENGARUH *EXCESSIVE PRODUCT PACKAGING*, *GREENWASHING*, *GREEN CONFUSION* DAN *BRAND CREDIBILITY* TERHADAP *GREEN BRAND EQUITY* PADA THE BODY SHOP

 (xv + 92 halaman; 6 gambar; 24 tabel)

Penelitian ini bertujuan untuk menganalisis *excessive product packaging* terhadap *greenwashing, green confusion,* pengaruh moderasi *brand credibility* terhadap *green brand equity*. Penelitian ini menggunakan pendekatan penelitian kuantitatif dimana data dikumpulkan melalui kuesioner online Google Forms. Penelitian ini dilakukan di Indonesia dan mengambil responden dari kota Jabodetabek. Sampel dalam penelitian ini adalah sebanyak 220 responden. Data dianalisis menggunakan outer model dan inner model melalui SmartPLS 3.3. Outer model terdiri dari uji validitas dan uji reliabilitas, sedangkan inner model diuji melalui R-square, uji hipotesis *(bootstrapping),* dan uji multikolinearitas. Hasil penelitian ini menunjukkan bahwa ada pengaruh positif yang signifikan hubungan antara *excessive product packaging* dan *greenwashing* dan *green confusion*. Ada pengaruh negatif yang signifikan hubungan antara *greenwashing* dan *green confusion* terhadap *green brand equity*. *Brand credibility* memoderasi pengaruh *greenwashing* dan *green confusion* terhadap *green brand equity*. *Green washing* dan *green confusion* memediasi pengaruh *excessive product packaging* terhadap *green brand equity*.

Kata Kunci: *excessive product packaging*, *greenwashing, green confusion, brand credibility*, *green brand equity*.

ABSTRACT

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THE INFLUENCE OF EXCESSIVE PRODUCT PACKAGING, GREENWASHING, GREEN CONFUSION AND BRAND CREDIBILITY ON GREEN BRAND EQUITY AT THE BODY SHOP

(xv+ 138 pages; 6 figures; 24 tables)

This study aims to analyze excessive product packaging on greenwashing, green confusion, the moderating effect of brand credibility on green brand equity. This study uses a quantitative research approach where data is collected through the Google Forms online questionnaire. This research was conducted in Indonesia and took respondents from the city of Jabodetabek. The sample in this study were 220 respondents. Data were analyzed using the outer model and inner model through SmartPLS 3.3. The outer model consists of validity and reliability tests, while the inner model is tested through R-square, hypothesis testing (bootstrapping), and multicollinearity testing. The results of this study indicate that there is a significant positive effect on the relationship between excessive product packaging and greenwashing and green confusion. There is a significant negative effect of the relationship between greenwashing and green confusion on green brand equity. Brand credibility moderates the effect of greenwashing and green confusion on green brand equity. Green washing and green confusion mediate the effect of excessive product packaging on green brand equity.

Keywords: excessive product packaging, greenwashing, green confusion, brand credibility, green brand equity.