

ABSTRAK

Industri kosmetik di Indonesia mengalami kenaikan yang signifikan yaitu 20% dari pertumbuhan ekonomi nasional pada tahun 2017. Kenaikan pertumbuhan didorong oleh permintaan besar dari pasar domestik dan ekspor dikarenakan masyarakat yang mulai memperhatikan produk perawatan tubuh sebagai kebutuhan sehari-hari. Salah satu perusahaan kosmetik yang telah lama berada di dalam industri kosmetik Indonesia adalah The Body Shop. Perbedaan The Body Shop dengan kosmetik lain terletak pada tema ramah lingkungan yang diusung.

Penelitian ini ditujukan untuk menganalisa pengaruh *Green Perceived Quality*, *Green Perceived Risk* dan *Green Satisfaction* terhadap *Green Trust*. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik analisis *Structural Equation Model* (SEM) dan *software* AMOS 20.0. Kuesioner disebarikan kepada 100 responden sebagai sampel dimana karakteristik responden yakni terdiri dari pria dan wanita pada rentang usia 18-60 tahun, konsumen yang berdomisili di Surabaya, serta sudah pernah menggunakan produk The Body Shop dalam enam bulan terakhir.

Hasil pengolahan data menggunakan *software* AMOS 20.0 menunjukkan lima hipotesis yang diajukan pada penelitian ini. Hasil tersebut dapat dijabarkan sebagai berikut, variabel *Green Perceived Risk* berpengaruh signifikan terhadap *Green Satisfaction* dengan koefisien regresi sebesar 0.496 dan C.R. sebesar 2.500; variabel *Green Perceived Quality* berpengaruh signifikan terhadap *Green Satisfaction* dengan koefisien regresi sebesar 0.200 dan C.R. sebesar 2.287; variabel *Green Perceived Quality* berpengaruh signifikan terhadap *Green Trust* dengan koefisien regresi sebesar 0.612 dan C.R. sebesar 2.096; variabel *Green Perceived Risk* berpengaruh signifikan terhadap *Green Trust* dengan koefisien regresi sebesar 0.294 dan C.R. sebesar 2.032; variabel *Green Satisfaction* berpengaruh tidak signifikan terhadap *Green Trust* dengan koefisien regresi sebesar 0.066 dan C.R. sebesar 0.432.

Green Perceived Quality lebih besar pengaruhnya ke *Green Trust* dikarenakan The Body Shop terus meningkatkan kualitas kosmetiknya karena ketika kualitas kosmetiknya memenuhi kebutuhan yang diharapkan oleh konsumen maka akan terbentuk tingkat kepercayaan konsumen terhadap kosmetik The Body Shop. *Green Perceived Risk* pengaruhnya lebih besar kedua ke *Green Trust* dikarenakan The Body Shop tetap konsisten mempertahankan programnya, sehingga akan terbentuk rasa percaya konsumen terhadap kosmetik The Body Shop karena konsisten untuk menjaga lingkungan dan ketiga *Green Satisfaction* memiliki pengaruh positif tapi tidak signifikan ke *Green Trust* dikarenakan adanya kompetitor lain yang sejenis dengan The Body Shop membuat konsumen memiliki banyak pilihan lain untuk memilih produk kosmetik.

Kata Kunci: *Green Perceived Quality*, *Green Perceived Risk*, *Green Satisfaction* dan *Green Trust*

ABSTRACT

The cosmetics industry in Indonesia experienced a significant increase of 20% from national economic growth in 2017. The increase in growth was driven by large demand from the domestic and export markets due to people who began to pay attention to body care products as their daily needs. One cosmetic company that has long been in the Indonesian cosmetics industry is The Body Shop. The difference between The Body Shop and other cosmetics lies in the eco-friendly theme that is carried.

This research is aimed at analyzing the influence of Green Perceived Quality, Green Perceived Risk and Green Satisfaction, to the Green Trust for The Body Shop in Surabaya. Using a quantitative approach with Structural Equation Model (SEM) and AMOS 20.0 software. The questionnaire was distributed to 100 respondents as a sample in which the respondent's characteristics consisted of men and women in the age range 18-60 years old, consumers domiciled in Surabaya, had used The Body Shop products in the last six months.

The results of processing data using AMOS 20.0 software show the five hypotheses proposed in this study. These results can be described as follows, the Green Perceived Risk variable has a significant effect on Green Satisfaction with a regression coefficient of 0.496 and C.R. amounting to 2,500; Green Perceived Quality variables have a significant effect on Green Satisfaction with a regression coefficient of 0.200 and C.R. amounting to 2,287; Green Perceived Quality variables have a significant effect on Green Trust with a regression coefficient of 0.612 and C.R. amounting to 2,096; the Green Perceived Risk variable has a significant effect on the Green Trust with a regression coefficient of 0.294 and C.R. amounting to 2,032; Green Satisfaction variable has not significant effect on Green Trust with a regression coefficient of 0.066 and C.R. amounting to 0.432.

The Green Perceived Quality has a greater influence on Green Trust because The Body Shop continues to improve the quality of cosmetics because when the quality of cosmetics meets the needs expected by consumers, it will form a level of consumer confidence in The Body Shop cosmetics. Green Perceived Risk has a second greater effect on Green Trust because The Body Shop continues to maintain its program, so that consumers will trust the Body Shop cosmetics because they are consistent in maintaining the environment and all three Green Satisfactions have a positive but not significant effect on Green Trust due to other competitors similar to The Body Shop make consumers have many other choices for choosing cosmetic products.

Key Words: *Green Perceived Quality, Green Perceived Risk, Green Satisfaction dan Green Trust*