

ABSTRAK

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ANALISIS PENGARUH *BRAND, STORE, PROCESSING TECHNOLOGY, PACKAGING, COUNTRY OF ORIGIN, PRODUCT INFORMATION, ADVERTISING* TERHADAP *CONSUMPTION* MELALUI *PURCHASE INTENTION* PADA KONSUMEN *THE BODY SHOP GALAXY MALL* DI SURABAYA

(xix+273 halaman: 24 gambar; 49 tabel; 6 lampiran)

Industri kecantikan di Indonesia terus mengalami perkembangan yang cukup signifikan dari tahun ke tahun. Banyak *brand* kecantikan asal lokal maupun luar negeri yang mulai memasuki pangsa pasar di Indonesia. Hal ini menyebabkan industri kecantikan yang berdiri di Indonesia ikut serta dalam sumbangsi limbah sampah terutama sampah plastic dan timbulan sampah di Indonesia pun terus meningkat. Hingga pada tahun 2020, terciptanya tren pentingnya menjaga *sustainability environment*. The Body Shop merupakan salah satu pelopor *brand* yang bergerak di bidang kecantikan yang banyak mengadakan program dan kampanye dalam aksinya menjaga *sustainability environment*.

Penelitian ini dilakukan untuk mengetahui pengaruh *Brand, Store, Processing Technology, Packaging, Country of Origin, Product Information*, dan *Advertising* terhadap *Consumption* melalui *Purchase Intention* konsumen The Body Shop Galaxy Mall di Surabaya. Penelitian ini menggunakan metode kuantitatif dan diolah menggunakan *Software AMOS 22.0*. Pengukuran dilakukan dengan menyebarkan kuesioner kepada 180 orang yang memenuhi karakteristik sebagai responden.

Hasil penelitian ini menunjukkan bahwa *Brand, Store, Processing Technology, Packaging, Country of Origin, Product Information*, dan *Advertising* memiliki pengaruh signifikan terhadap *Purchase Intention*. Sedangkan *Purchase Intention* memiliki pengaruh signifikan terhadap *Consumption*.

Kata kunci : *Brand, Store, Processing Technology, Packaging, Country of Origin, Product Information, Advertising, Purchase Intention, Consumption, The Body Shop Galaxy Mall Surabaya*

Referensi : 133 (2006-2022).

ABSTRACT

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ANALYSIS OF THE INFLUENCE OF BRAND, STORE, PROCESSING TECHNOLOGY, PACKAGING, COUNTRY OF ORIGIN, PRODUCT INFORMATION, AND ADVERTISING ON CONSUMPTION THROUGH PURCHASE INTENTION AMONG CONSUMERS OF THE BODY SHOP IN GALAXY MALL SURABAYA

(xix+273 pages: 24 figures; 49 tables; 6 attachments)

The beauty industry in Indonesia has been experiencing significant growth from year to year. Many local and international beauty brands are entering the Indonesian market. This has led to the beauty industry in Indonesia contributing to the issue of waste, particularly plastic waste. The waste generation in Indonesia has been steadily increasing, leading to the emergence of a trend emphasizing the importance of maintaining environmental sustainability in 2020. The Body Shop is one of the pioneering brands in the beauty industry that has been actively involved in programs and campaigns to promote environmental sustainability.

This research aims to investigate the impact of Brand, Store, Processing Technology, Packaging, Country of Origin, Product Information, and Advertising on Consumption through Purchase Intention among consumers of The Body Shop at Galaxy Mall in Surabaya. The research employs a quantitative method and is analyzed using AMOS 22.0 software. The measurement was conducted by distributing questionnaires to 180 individuals who met the criteria as respondents.

The results of this study indicate that Brand, Store, Processing Technology, Packaging, Country of Origin, Product Information, and Advertising significantly influence Purchase Intention. Meanwhile, Purchase Intention has a significant influence on Consumption.

Keywords : *Brand, Store, Processing Technology, Packaging, Country of Origin, Product Information, Advertising, Purchase Intention, Consumption, The Body Shop Galaxy Mall Surabaya*

Reference: 133 (2006-2022).