

ABSTRAK

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PENGARUH GREEN MARKETING, GREEN BRAND IMAGE, GREEN PERCEIVED VALUE, DAN ENVIRONMENTAL CARE ATTITUDES TERHADAP GREEN PURCHASE DECISION YANG DIMEDIASI OLEH ENVIRONMENTAL KNOWLEDGE PADA PELANGGAN THE BODY SHOP DI PROVINSI DKI JAKARTA

(xvi + 145 halaman; 24 tabel; 14 gambar; 31 lampiran)

Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh dari *green marketing*, *green brand image*, *green perceived value*, *environmental knowledge*, dan *environmental care attitude* terhadap *green purchase decision* pada pelanggan The Body Shop di Provinsi DKI Jakarta. Penelitian ini menggunakan data primer yang dikumpulkan dari 178 responden. Penelitian menggunakan teknik sampling *non-probability sampling* dengan jenis *purposive sampling*. Konstruksi model dan keterkaitannya diuji dengan PLS-SEM. Hasil penelitian menunjukkan bahwa *green marketing* berpengaruh positif dan signifikan terhadap *green brand image*, *green brand image* berpengaruh positif namun tidak signifikan terhadap *green purchase decision*, *green marketing* berpengaruh positif dan signifikan terhadap *green perceived value*, *green perceived value* dan *environmental care attitude* berpengaruh positif dan signifikan terhadap *purchase decision*, *environmental knowledge* berpengaruh positif dan signifikan terhadap *environmental care attitude*, *green marketing* berpengaruh positif namun tidak signifikan terhadap *green purchase decision*, *environmental knowledge* berperan secara signifikan memediasi pengaruh *green marketing* terhadap *green purchase decision*. Implikasi manajerial dari penelitian ini yang dapat dilakukan oleh The Body Shop di Provinsi DKI Jakarta yaitu merencanakan strategi yang tepat untuk meningkatkan penjualan dengan meningkatkan kualitas produk dalam konteks *perceived value*, edukasi mengenai lingkungan kepada pelanggan dalam konteks *environmental knowledge*, *environmental care attitudes*, dan *green marketing*.

Kata kunci: *green marketing*, *green brand image*, *green perceived value*, *environmental knowledge*, *environmental care attitude*, *green purchase decision*, *The Body Shop*

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ABSTRACT

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THE INFLUENCE OF GREEN MARKETING, GREEN BRAND IMAGE, GREEN PERCEIVED VALUE, AND ENVIRONMENTAL CARE ATTITUDES ON GREEN PURCHASE DECISION MEDIATED BY ENVIRONMENTAL KNOWLEDGE ON THE BODY SHOP CUSTOMERS IN THE PROVINCE OF DKI JAKARTA

(xvi + 145 pages; 24 tables; 14 figures; 31 appendices)

This research aims to examine and analyze the impact of green marketing, green brand image, green perceived value, environmental knowledge, and environmental care attitude on the green purchase decision of The Body Shop customers in the Province of DKI Jakarta. The study utilizes primary data collected from 178 respondents, employing a non-probability purposive sampling technique. The model's construction and relationships are tested using PLS-SEM. The research results indicate that green marketing has a positive and significant effect on green brand image, green brand image has a positive but not significant effect on green purchase decisions, green marketing has a positive and significant effect on green perceived value, green perceived value and environmental care attitude have a positive and significant effect on purchase decisions, environmental knowledge has a positive and significant effect on environmental care attitude, green marketing has a positive but not significant effect on green purchase decisions, environmental knowledge plays a significant role in mediating the effect of green marketing on green purchase decisions. The managerial implications of this study for The Body Shop in DKI Jakarta include planning appropriate strategies to enhance sales by improving product quality in the context of perceived value. Additionally, educating customers about the environment in terms of environmental knowledge, environmental care attitudes, and green marketing could be an effective approach.

Keywords: green marketing, green brand image, green perceived value, environmental knowledge, environmental care attitude, green purchase decision, The Body Shop

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