

ABSTRAK

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PENGARUH *GREEN TRUST*, *GREEN PRODUCT*, DAN *GREEN PERCEIVED VALUE*, *SUBJECTIVE NORMS* DAN *PERCEIVED BEHAVIORAL CONTROL* TERHADAP *CUSTOMER PURCHASE INTENTION* PRODUK BEAUTY THE BODY SHOP INDONESIA DI E-COMMERCE SHOPEE

(xv + 134 halaman: 16 gambar; 27 tabel; 7 lampiran)

Penelitian ini dilakukan dengan tujuan untuk melakukan analisis, kajian serta membuktikan secara empiris terkait dengan pengaruh green trust, green product, green perceived value, subjective norms dan perceived behavioral control terhadap customer purchase intention produk Beauty the Body Shop Indonesia di E-Commerce Shopee. Penelitian ini merupakan penelitian kuantitatif dengan pendekatan survei dimana kuesioner disebarikan kepada 130 orang-orang yang pernah melihat dan mengunjungi toko The Body Shop di Shopee namun belum menggunakan produk The Body Shop. Hasil penelitian menunjukkan bahwa variabel green trust dan green product tidak berpengaruh terhadap purchase intention sedangkan green perceived value, subjective norms dan perceived behavioral control berpengaruh signifikan terhadap customer purchase intention produk Beauty the Body Shop Indonesia di E-Commerce Shopee. Saran utama yang dapat diajukan adalah untuk memberikan edukasi terhadap konsumen mengenai kualitas produk yang aman bagi kulit konsumen, membuat konten mengenai testimoni dari konsumen yang sudah menggunakan produk The Body Shop, maupun menggunakan *celebrity endorser* agar lebih dipercaya bahwa produk The Body Shop adalah produk yang berkualitas bagi kulit, menggunakan *celebrity endorser* yang kredibel dan meyakinkan konsumen dan calon konsumen bahwa produk the Body Shop adalah produk-produk yang memang ekonomis dan ramah lingkungan.

Referensi: 48 (2012-2012)

Kata kunci: Green Marketing, Theory of Planned Behavior, Purchase Intention

ABSTRACT

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THE INFLUENCE OF GREEN TRUST, GREEN PRODUCT, GREEN PERCEIVED VALUE, SUBJECTIVE NORMS, AND PERCEIVED BEHAVIORAL CONTROL ON CUSTOMER PURCHASE INTENTION FOR THE BODY SHOP INDONESIA BEAUTY PRODUCTS ON SHOPEE E-COMMERCE

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This study was conducted with the aim of analyzing, reviewing, and empirically proving the influence of green trust, green product, green perceived value, subjective norms, and perceived behavioral control on customer purchase intention for The Body Shop Indonesia's beauty products on Shopee e-commerce. This quantitative study uses a survey approach, distributing questionnaires to 130 people who have seen and visited The Body Shop store on Shopee but have not yet used The Body Shop products. The results show that green trust and green product variables do not influence purchase intention, while green perceived value, subjective norms, and perceived behavioral control significantly influence customer purchase intention for The Body Shop Indonesia's beauty products on Shopee. The main recommendation is to educate consumers about the quality of products that are safe for their skin, create content featuring testimonials from customers who have used The Body Shop products, and use credible celebrity endorsers to increase consumer trust in The Body Shop as a quality, eco-friendly, and economical brand.

Reference: 48 (2012-2012)

Keywords: Green Marketing, Theory of Planned Behavior, Purchase Intention