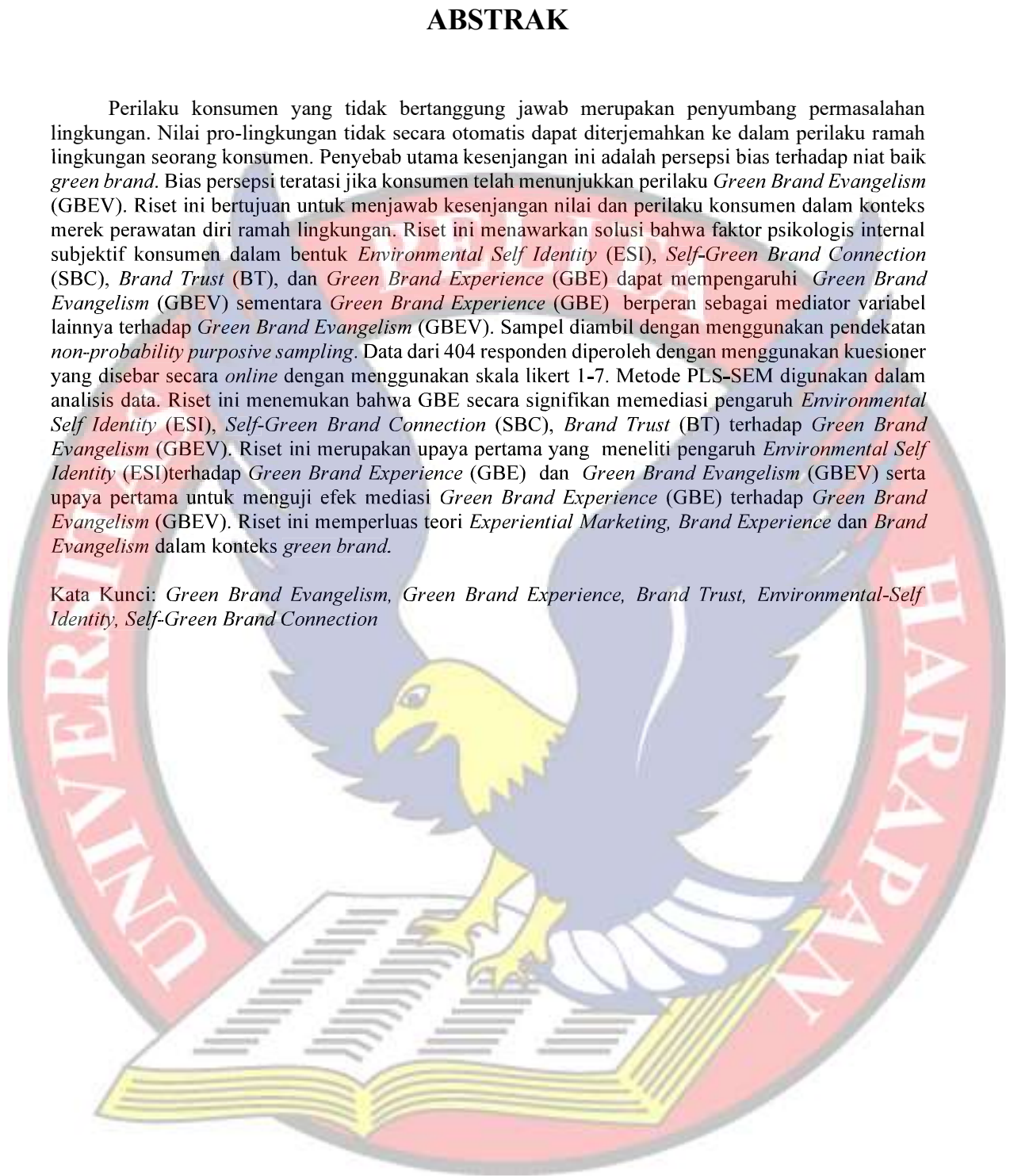


## ABSTRAK

Perilaku konsumen yang tidak bertanggung jawab merupakan penyumbang permasalahan lingkungan. Nilai pro-lingkungan tidak secara otomatis dapat diterjemahkan ke dalam perilaku ramah lingkungan seorang konsumen. Penyebab utama kesenjangan ini adalah persepsi bias terhadap niat baik *green brand*. Bias persepsi teratasi jika konsumen telah menunjukkan perilaku *Green Brand Evangelism* (GBEV). Riset ini bertujuan untuk menjawab kesenjangan nilai dan perilaku konsumen dalam konteks merek perawatan diri ramah lingkungan. Riset ini menawarkan solusi bahwa faktor psikologis internal subjektif konsumen dalam bentuk *Environmental Self Identity* (ESI), *Self-Green Brand Connection* (SBC), *Brand Trust* (BT), dan *Green Brand Experience* (GBE) dapat mempengaruhi *Green Brand Evangelism* (GBEV) sementara *Green Brand Experience* (GBE) berperan sebagai mediator variabel lainnya terhadap *Green Brand Evangelism* (GBEV). Sampel diambil dengan menggunakan pendekatan *non-probability purposive sampling*. Data dari 404 responden diperoleh dengan menggunakan kuesioner yang disebar secara *online* dengan menggunakan skala likert 1-7. Metode PLS-SEM digunakan dalam analisis data. Riset ini menemukan bahwa GBE secara signifikan memediasi pengaruh *Environmental Self Identity* (ESI), *Self-Green Brand Connection* (SBC), *Brand Trust* (BT) terhadap *Green Brand Evangelism* (GBEV). Riset ini merupakan upaya pertama yang meneliti pengaruh *Environmental Self Identity* (ESI) terhadap *Green Brand Experience* (GBE) dan *Green Brand Evangelism* (GBEV) serta upaya pertama untuk menguji efek mediasi *Green Brand Experience* (GBE) terhadap *Green Brand Evangelism* (GBEV). Riset ini memperluas teori *Experiential Marketing*, *Brand Experience* dan *Brand Evangelism* dalam konteks *green brand*.

Kata Kunci: *Green Brand Evangelism, Green Brand Experience, Brand Trust, Environmental-Self Identity, Self-Green Brand Connection*



## **ABSTRACT**

*The irresponsible consumer behaviors are the contributors of environmental problems. The pro-environmental value did not automatically translate into green behaviors. The main cause of the gap is the biased perception of the good intentions of green brand. The perception bias is resolved if consumers have demonstrated the Green Brand Evangelism (GBEV) behaviors. This research aims to answer the gap between values and green behaviours in the context of green personal care brands. This research offers the solution that the subjective internal psychological factors in the form of Environmental Self Identity (ESI), Self-Green Brand Connection (SBC), Brand Trust (BT), and Green Brand Experience (GBE) can influence Green Brand Evangelism (GBEV). whereas Green Brand Experience (GBE) played the mediating role toward GBEV. Samples were taken using a non-probability purposive sampling approach. Data from 404 respondents was obtained using a questionnaire distributed online using a 1-7 Likert scale. PLS-SEM method was used in data analysis. This research found that Green Brand Experience (GBE) significantly mediates the effect of Environmental Self Identity (ESI), Self-Green Brand Connection (SBC), Brand Trust (BT) on Green Brand Evangelism (GBEV). This research is the first attempt to introduce the influence of Environmental Self Identity (ESI) toward Green Brand Experience (GBE) and Green Brand Evangelism (GBEV).. This research also is the first attempt to test the mediating effect of Green Brand Experience (GBE) on Green Brand Evangelism (GBEV). This research expands the theories of Experiential Marketing, Brand Experience and Brand Evangelism in the context of green brands.*

*Key Words: Green Brand Evangelism, Green Brand Experience, Brand Trust, Environmental-Self Identity, Self-Green Brand Connection*

