GREEN CONSUMERS’ PURCHASE INTENTION ON THE BODY SHOP PRODUCTS IN SURABAYA

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INTERNATIONAL BUSINESS MANAGEMENT STUDY PROGRAM
FACULTY OF BUSINESS
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APPROVAL PAGE

FINAL ASSIGNMENT

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FOREWORDS

All praises to God for His blessings and guidance so that the author able to complete this final assignment in marketing topic titled “Green Consumers’ Purchase Intention on The Body Shop Products in Surabaya”. This final assignment is written as one of the requirements to obtain the title of Bachelor of Management from Faculty of Business, Widya Mandala Catholic University Surabaya.

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Researcher,

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ABSTRAK

Lingkungan mengalami perubahan drastis yang disebabkan oleh berbagai permasalahan lingkungan. Perusahaan dan konsumen sekarang mulai sadar akan pentingnya dampak positif dari produk ramah lingkungan untuk menyelametakan lingkungan. Oleh karena itu, penelitian ini bertujuan untuk menganalisa intensi konsumen untuk membeli produk The Body Shop di Surabaya. Penelitian ini merupakan studi kausal dengan tujuh hipotesis yang akan diuji. Jumlah responden adalah 150 orang yang mengetahui The Body Shop, berusia 17 tahun ke atas, dan berdomisili di Surabaya. Data dikumpulkan menggunakan survei kuesioner online (Google Form) dan dianalisis menggunakan teknik analisis struktural equation modeling menggunakan aplikasi Lisrel 8.8.

Dari data yang diperoleh, hasil dari studi menunjukkan bahwa adanya hubungan yang signifikan dan positif dari Environmental Concern terhadap Attitude toward Green Product dan Green Advertising terhadap Green Purchase Intention. Di samping itu, Environmental Knowledge menunjukkan dampak yang tidak signifikan terhadap Attitude toward Green Product diikuti dengan hubungan yang tidak signifikan antara Attitude toward Green Product terhadap Green Purchase Intention. Hal ini menyebabkan Attitude toward Green Product gagal memoderasi hubungan antara Environmental Concern dan Green Purchase Intention dan juga hubungan antara Environmental Knowledge terhadap Green Purchase Intention.

Kata Kunci: Environmental Concern, Environmental Knowledge, Green Marketing Tools, Attitude toward Green Product, Green Purchase Intention
GREEN CONSUMERS’ PURCHASE INTENTION ON THE BODY SHOP PRODUCTS IN SURABAYA

ABSTRACT

Our environment is rapidly changing due to several environmental issues. Currently, companies and consumers are started to aware about the importance of green products positive impact to save the environment. Therefore, this present research aims to analyze the green consumers’ purchase intention on The Body Shop products in Surabaya. This research is a causal study with seven hypotheses to be tested. The total number of respondents is 150 whose know the existence of The Body Shop, 17 years old and above, also domicile in Surabaya. Data was collected using online questionnaire survey (Google Form) shared through social media and the data collected were analyzed with the help of structural equation modeling (SEM) using Lisrel 8.8 application.

Within the data collected, the findings of the study shows that there’s a significant and positive relationship among Environmental Concern toward Attitude toward Green Product and Green Advertising toward Green Purchase Intention. On the other hand, Environmental Knowledge shows insignificant impact toward Attitude toward Green Product followed by insignificant relationship between Attitude toward Green Product and Green Purchase Intention. This causes Attitude toward Green Product failed to moderate the relationship between Environmental Concern and Green Purchase Intention also the relationship between Environmental Knowledge and Green Purchase Intention.

Keywords: Environmental Concern, Environmental Knowledge, Green Marketing Tools, Attitude toward Green Product, Green Purchase Intention