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## ABSTRAK TESIS

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Judul Tesis : Pengaruh *Consumer's Environment Responsibility, Environmental Knowledge, Product Knowledge* dan *Country of Origin* Terhadap *Intention To Buy Green Cosmetics*

Meningkatnya kesadaran masyarakat akan kelestarian lingkungan hidup maka terjadi peningkatan permintaan terhadap *green product* di seluruh dunia (Kumar & Ghodeswar, 2015). Isu lingkungan serta aspek sosial inipun dimanfaatkan oleh para pelaku usaha dalam melakukan pemasaran (Azimi & Shabani, 2016). Pada saat ini industri kosmetik ialah salah satu industri yang mendiversifikasi pemasaran dengan mengikuti tren serta gaya hidup masyarakat yang sehat serta membutuhkan produk alami.

Perindustrian Republik Indonesia mencatat bahwa industri kosmetik di dalam negeri pada tahun 2017 berkembang baik yakni mencapai lebih dari 760 perusahaan namun masih didominasi oleh kosmetika konvensional (Kementrian Perindustrian Republik Indonesia, 2018). Menimbang isu lingkungan global yang telah dipaparkan sebelumnya maka terdapat potensi bagi *green cosmetics* untuk bersaing dengan kosmetik konvensional di Indonesia.

Penelitian tesis ini bertujuan untuk mengetahui faktor-faktor yang berpengaruh pada niat beli konsumen terhadap kosmetik ramah lingkungan terutama pada faktor *Environmental Responsibility, Environmental Knowledge, Product Knowledge* dan *Country of Origin*.

Pada penelitian ini digunakan 216 responden yang berdomisili di Jabodetabek dengan sebaran kuesioner menggunakan google form atau kuesioner elektronik. Sampel yang dipilih menggunakan metode non probability sampling. Selain itu data tersebut dianalisis dengan menggunakan SPSS 25.

Berdasarkan hasil uji SPSS, semua pernyataan di dalam kuesioner dinyatakan valid. Pada saat tahap Uji t variabel *Product Knowledge* dan *Country of Origin* dinyatakan memiliki pengaruh positif terhadap *intention to buy green cosmetics*. Namun pada tahap yang sama, variabel *consumer's environmental responsibility* dan *environmental knowledge* menunjukkan bahwa kedua variabel ini tidak memiliki pengaruh terhadap *intention to buy green cosmetics*. Berdasarkan nilai R Square, variabel dependen *purchase intention* dapat dijelaskan sebanyak 38,4% dari variabel independent *Environmental Responsibility*, *Environmental Knowledge*, *Product Knowledge* dan *Country of Origin*

**Kata Kunci:** *Environmental Responsibility, Environmental Knowledge, Product Knowledge Country of Origin, Purchase Intention, Green Cosmetics.*



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The public awareness of environmental sustainability has been increased and caused a demand for green products worldwide (Kumar & Ghodeswar, 2015). Environmental issues and social aspects are also utilized by businesses in marketing (Azimi & Shabani, 2016). At this time the cosmetics industry is one of the industries that diversifies marketing by following the trends and healthy lifestyles of people who need natural products.

The Indonesian government notes that the domestic cosmetics industry in 2017 is developing well, reaching more than 760 companies but still dominated by conventional cosmetics (Ministry of Industry of the Republic of Indonesia, 2018). Considering the global environmental issues that have been previously presented, there is the potential for green cosmetics to compete with conventional cosmetics in Indonesia.

This research aims to determine the factors that influence consumer purchase intentions for environmentally friendly cosmetics, especially on Environmental Responsibility, Environmental Knowledge, Product Knowledge and Country of Origin factors.

In this study, 216 respondents who were domiciled in Jabodetabek were used with questionnaires using google forms or electronic questionnaires. The sample chosen uses the non probability sampling method. In addition the data were analyzed using SPSS 25.

Based on the SPSS results, all statements in the questionnaire were declared valid. At the t test, Product Knowledge and Country of Origin variables are stated to have a positive influence on intention to buy green cosmetics. But at the same stage, the variable consumer's environmental responsibility and environmental knowledge show that these two variables have no influence on the intention to buy green cosmetics. Based on the value of R Square, the dependent intention purchase variable can be explained as much as 38.4% of the independent variable Environmental Responsibility, Environmental Knowledge, Product Knowledge and Country of Origin

**Keywords:** Environmental Responsibility, Environmental Knowledge, Country of Origin Product Knowledge, Purchase Intention, Green Cosmetics.