

ABSTRACT

This study aims to analyze the influence of green marketing awareness, perceived innovation, and perceived price on consumer's perceived value and purchase intention. The samples used in this study were people who used The Body Shop skincare with age over 18 years. The number of samples in this study were 117 respondents. The analytical method used is partial least square (PLS). The results of this study indicate that the green marketing awareness variable has a positive and significant effect on perceived value. Furthermore, perceived innovation and perceived price have a significant influence on purchase intention variable. Moreover, the perceived innovation variable also has a significant influence on purchase intention variable. Meanwhile, there was no significant effect on green marketing awareness and purchase intention. Additionally, the perceived price variable also has no effect on the perceived value variable.

Keywords: Green Marketing Awareness, Perceived Innovation, Perceived Price, Perceived value, Purchase Intention, The Body Shop, Skincare, Cosmeti