

INTISARI

Pertumbuhan nilai pasar *beauty* dan *skincare* di Indonesia membawa dampak negatif terhadap lingkungan, mulai dari eksploitasi sumber daya alam hingga permasalahan sampah kemasan yang tidak didaur ulang. Maka dari itu, gerakan *green consumption* mulai digaungkan kembali karena tidak hanya sebagai pemenuhan tanggung jawab terhadap sosial tetapi juga memiliki prospek bisnis yang baik yang diindikasikan dengan angka pertumbuhan pasar kosmetik *eco-label* di Indonesia yang lebih baik dibanding pasar kosmetik konvensional. Meski begitu, *marketer* perlu berusaha untuk mendapatkan wawasan tentang faktor-faktor yang mempengaruhi minat beli konsumen terhadap produk *green skincare* untuk memastikan penjualan produk dapat berkembang dengan baik di Indonesia.

Penelitian ini menguji bagaimana pengaruh *Environmental Concern*, *Safety Value*, dan *Altruism* terhadap *Attitude*, pengaruh *Attitude*, *Subjective Norm*, *Perceived Behavioral Control*, dan *Willingness to Pay Premium* terhadap *Purchase Intention*, serta pengaruh *Purchase Intention* terhadap *Actual Purchase Behavior*. Sebanyak 250 responden generasi z di Indonesia dikumpulkan dengan dua kelompok responden yang diamati, yakni pengguna *green skincare* dan non pengguna *green skincare*. Dengan menggunakan metode PLS-SEM, hasil penelitian ini menunjukkan bahwa faktor terbesar yang memengaruhi minat beli produk *green skincare* adalah *Attitude* untuk kedua kelompok responden sedangkan *Subjective Norm* tidak memiliki pengaruh positif yang signifikan terhadap *Purchase Intention*. Selain itu, pada kelompok non pengguna, terlihat bahwa *Willingness to Pay Premium* tidak memiliki pengaruh positif yang signifikan terhadap *Purchase Intention*. *Environmental Concern* dan *Altruism* juga menunjukkan signifikansi yang cukup baik dalam memberikan pengaruh positif terhadap *Attitude*, sedangkan variabel lainnya juga memiliki pengaruh positif namun signifikansinya relatif rendah.

Kata kunci : *Green Skincare, Generasi Z, Environmental Concern, Safety Value, Altruism, Attitude, Subjective Norm, Perceived Behavioral Control, Willingness to Pay Premium, Purchase Intention, Actual Purchase Behavior, PLS-SEM*

ABSTRACT

The growth of market value for beauty and skincare in Indonesia unfortunately also brings negative impacts on the environment, ranging from the exploitation of natural resources to the problem of packaging waste that is not recycled. Therefore, the green consumption movement is starting to be echoed again because it is not only fulfilling social responsibility but also has good business prospects as indicated by the growth rate of the eco-label cosmetic market in Indonesia which is better than the conventional cosmetic market. Even so, marketers need to try to gain insight into the factors that influence consumer buying interest in green skincare products to ensure product sales can develop properly in Indonesia.

This study examines how the effect of Environmental Concern, Safety Value, and Altruism on Attitude, the effect of Attitude, Subjective Norm, Perceived Behavioral Control, and Willingness to Pay Premium on Purchase Intention, and the effect of Purchase Intention on Actual Purchase Behavior. A total of 250 generation z respondents in Indonesia were collected with two groups of respondents being observed, namely green skincare users and non-green skincare users. By using the PLS-SEM method, the results of this study indicate that the biggest factor influencing interest in buying green skincare products is Attitude for both groups of respondents while Subjective Norm has no significant positive effect on Purchase Intention. In addition, in the non-user group, it appears that Willingness to Pay Premium does not have a significant positive effect on Purchase Intention. Environmental Concern and Altruism also show a fairly good significance in giving a positive influence on Attitude, while other variables also have a positive influence but the significance is relatively low.

Keyword : Green Skincare, Generasi Z, Environmental Concern, Safety Value, Altruism, Attitude, Subjective Norm, Perceived Behavioral Control, Willingness to Pay Premium, Purchase Intention, Actual Purchase Behavior, PLS-SEM