

ABSTRAK

Kepedulian lingkungan saat ini sedang ramai diperbincangkan di kalangan masyarakat luas. Kondisi tersebut selaras dengan salah satu tujuan program PBB yaitu SDGs yang ingin menjaga kualitas lingkungan hidup. Salah satu program SDGs yang mendukung tujuan tersebut adalah *life on land*, dimana program tersebut bertujuan untuk menjaga dan mengelola keanekaragaman hayati. Oleh karena itu, banyak perusahaan yang menerapkan strategi bisnis seperti *green advertisement* agar dapat membentuk *competitive advantage* dan meningkatkan *brand image* dan *trust* dari perspektif konsumen. The Body Shop Indonesia merupakan salah satu contoh perusahaan yang menerapkan strategi bisnis tersebut, dimana perusahaan mengangkat “*Bring Back Our Bottles*” Campaign. Maka dari itu, tujuan dari penelitian ini adalah mengetahui faktor – faktor dan mengembangkan model terkait intensi pembelian hijau konsumen dengan mempertimbangkan konstruk *brand advertisement*, *brand image*, dan *brand trust* pada The Body Shop Indonesia sebagai referensi produk.

Theory of Planned Behaviour (TPB) digunakan sebagai model dasar penelitian ini dan menggunakan metode *Partial Least Square – Structural Equation Modeling* (PLS-SEM) sebagai teknik analisis. Data yang digunakan dikumpulkan secara daring dan didapatkan sebanyak 261 responden.

Model teoritis dikembangkan dengan TPB lalu ditambahkan dengan variabel *green brand image*, *green ads*, *green product knowledge*, *green perceived risk*, dan *green trust*. Hasil penelitian menunjukkan *green trust*, *attitude*, *subjective norm*, *perceived behaviour control*, *green product knowledge* yang dimediasi oleh *green trust* dan *attitude*, serta *green advertisement* yang dimediasi oleh *green product knowledge* dan *attitude* memiliki pengaruh secara signifikan terhadap intensi pembelian hijau konsumen The Body Shop Indonesia.

Kata Kunci: intensi pembelian hijau, TPB, PLS-SEM, *green brand image*, *green ads*, *green product knowledge*, *green perceived risk*, *green trust*

ABSTRACT

Environmental concern is currently being widely discussed among the wider community. This condition is in line with one of the goals of the United Nations program, the SDGs, which aims to maintain the quality of the environment. One of the SDGs programs that supports this goal is the life on land, where it aims to protect and manage biodiversity. Therefore, many companies are implementing business strategies such as green advertisements in order to form competitive advantages and increase brand image and trust from a consumer perspective. The Body Shop Indonesia is an example of a company that implements this business strategy, where the company raises the "Bring Back Our Bottles" campaign. Therefore, the purpose of this study is to determine the factors and develop a model related to consumer green purchase intentions by considering the constructs of brand advertisement, brand image, and brand trust at The Body Shop Indonesia as product references.

This study uses Theory of Planned Behavior (TPB) as the basic model and uses the Partial Least Square – Structural Equation Modeling (PLS-SEM) method as an analytical technique. The data used was collected online and obtained by 261 respondents.

The theoretical model was developed with TPB and then added to the variables green brand image, green ads, green product knowledge, green perceived risk, and green trust. The results showed that green trust, attitude, subjective norm, perceived behavior control, green product knowledge mediated by green trust and attitude, and green advertisement mediated by green product knowledge and attitude have a significant influence on consumer green purchase intentions The Body Shop Indonesia .

Keywords: green purchase intention, TPB, PLS-SEM, green brand image, green ads, green product knowledge, green perceived risk, green trust