

INTISARI

Pertumbuhan pasar produk perawatan kulit di Indonesia diproyeksikan akan terus meningkat dari tahun ke tahun, terutama didorong oleh perawatan tubuh dan wajah. Namun, meningkatnya penggunaan produk kecantikan dan *skincare* menimbulkan dampak lingkungan negatif seperti limbah kemasan dan animal testing yang dianggap tidak etis dan tidak akurat. Kesadaran konsumen akan etika dalam produk kecantikan telah memicu peningkatan permintaan produk *Cruelty-free* yang menggunakan bahan alami dan diuji dengan metode alternatif. Terlebih, perusahaan-perusahaan kini lebih menekankan nilai etis dan keberlanjutan dalam strategi bisnis mereka, meski menghadapi tantangan biaya produksi dan branding yang lebih tinggi.

Penelitian ini menguji bagaimana pengaruh Nilai Lingkungan dan Nilai Keselamatan terhadap Sikap, pengaruh Sikap, Norma Subjektif, Persepsi Kontrol Perilaku, Kesiediaan Membayar Lebih, dan Media Sosial terhadap Intensi Pembelian. Sebuah kuesioner disusun sebagai instrumen penelitian berdasarkan konsep *Theory of Planned Behavior* (TPB). Setelah melalui tahap *pre-test*, kuesioner disebar secara daring. Didapatkan 153 responden berasal dari latar belakang sosiodemografi berbeda. Kemudian data diolah menggunakan analisis *Statistical Package for the Social Sciences* (SPSS).

Hasil dari penelitian ini yaitu faktor yang secara signifikan memengaruhi Intensi Pembelian produk kecantikan *Cruelty-free* adalah Persepsi Kontrol Perilaku, Sikap, dan Kesiediaan Membayar Lebih. Untuk variabel Sikap juga dipengaruhi secara signifikan positif oleh Nilai Lingkungan dan Nilai Keselamatan. Sedangkan untuk variabel Norma Subjektif dan Media Sosial tidak terbukti memiliki pengaruh positif yang signifikan terhadap intensi pembelian produk kecantikan *Cruelty-free* pada penelitian ini.

Kata kunci: *Cruelty-Free*, Intensi Pembelian, Intensi Pembelian Etis, *No Animal Testing*, *Theory of Planned Behavior*

ABSTRACT

The skincare market in Indonesia is projected to continue growing year by year, driven primarily by body and facial care products. However, the increasing use of beauty and skincare products has raised environmental concerns due to packaging waste and animal testing, which are considered unethical and inaccurate. Consumer awareness of ethical beauty products has spurred demand for cruelty-free products that use natural ingredients and alternative testing methods. Consequently, companies are now emphasizing ethical values and sustainability in their business strategies, despite facing higher production and branding costs.

This study examines the influence of Environmental Value and Safety Value on Attitude, and the impact of Attitude, Subjective Norm, Perceived Behavioral Control, Willingness to Pay Premium, and Social Media on Intention to Buy. A questionnaire was developed as a research instrument based on the Theory of Planned Behavior (TPB). Following a pre-test phase, the questionnaire was distributed online, garnering 153 respondents from diverse socio demographic backgrounds. The data were then analyzed using the Statistical Package for the Social Sciences (SPSS).

The findings of this study indicate that the factors significantly influencing the intention to purchase cruelty-free beauty products are Perceived Behavioral Control, Attitude towards Behavior, and Willingness to Pay Premium. Additionally, Attitude towards Behavior is positively and significantly influenced by Environmental Value and Safety Value. Conversely, Subjective Norm and Social Media do not show a significant positive impact on the intention to purchase cruelty-free beauty products in this study.

Keyword: *Cruelty-Free, Ethical Purchase Intention, No Animal Testing, Purchase Intention, Theory of Planned Behavior*