

## INTISARI

Industri kecantikan di Indonesia mengalami pertumbuhan yang pesat seiring dengan peningkatan kesadaran konsumen terhadap kualitas produk dan dampaknya terhadap lingkungan. Dalam konteks ini, praktik pemasaran berkelanjutan seperti iklan hijau (*green advertising*) menjadi strategi penting dalam membangun nilai merek dan membentuk niat beli konsumen. Penelitian ini dilakukan untuk menganalisis pengaruh *Green Perceived Value* (GPV) pada *Green Product Attitude* (GPA) serta pengaruh sikap tersebut pada *Purchase Intention* (PI) pada dua merek dengan pendekatan komunikasi yang berbeda, yakni Sensatia Botanicals (dengan iklan hijau) dan Somethinc (dengan iklan non-hijau).

Penelitian ini menggunakan pendekatan kuantitatif dengan metode *scenario-based survey* pada 264 responden secara daring, dan penerapan *counterbalancing* untuk meminimalkan bias urutan (*order effect*). Pengumpulan data dilakukan di wilayah Daerah Istimewa Yogyakarta dengan teknik *purposive sampling*. Analisis data dilakukan menggunakan *Partial Least Square Structural Equation Modeling* (PLS-SEM) untuk menganalisis hubungan antar variabel, dan *Paired Sample T-Test* untuk mengevaluasi perbedaan niat beli antara iklan hijau dan non-hijau. Instrumen penelitian diuji melalui validitas konvergen, validitas diskriminan, serta reliabilitas konstruk. Hasil penelitian menunjukkan bahwa GPV secara signifikan memengaruhi GPA, dan sikap tersebut berdampak positif terhadap PI, baik untuk merek Sensatia Botanicals maupun Somethinc. Selain itu, uji *Paired Sample T-Test* menunjukkan bahwa niat beli konsumen lebih tinggi pada produk Sensatia Botanicals. Temuan ini mengindikasikan bahwa strategi iklan hijau dapat meningkatkan niat beli konsumen.

*Kata Kunci: Iklan Hijau, Green Perceived Value, Green Product Attitude, Purchase Intention, PLS-SEM, Produk Kecantikan.*

## ***ABSTRACT***

*Indonesia's beauty and personal care industry has experienced rapid growth, in line with rising consumer awareness regarding product quality and environmental impact. In this context, sustainable marketing practices such as green advertising have become a crucial strategy for building brand value and shaping consumer purchase intentions. This study was conducted to analyze the influence of Green Perceived Value (GPV) on Green Product Attitude (GPA), as well as the effect of that attitude on Purchase Intention (PI), across two brands with contrasting communication approaches: Sensatia Botanicals (which employs green advertising) and Somethinc (which does not explicitly utilize green messaging).*

*This research employed a quantitative approach through a scenario-based survey involving 264 respondents, with counterbalancing applied to minimize order effects. Data collection was carried out online, targeting consumers in the Yogyakarta Special Region using purposive sampling. Data analysis involved Partial Least Squares Structural Equation Modeling (PLS-SEM) to examine the relationships among variables, and a Paired Sample T-Test to evaluate differences in purchase intentions between green and non-green ads. The research instrument was tested for convergent validity, discriminant validity, and construct reliability. Findings revealed that GPV significantly influences GPA, and this attitude positively affects PI for both brands. The paired sample t-test also showed that consumer purchase intention was higher for Sensatia Botanicals. These findings indicate that green advertising strategies can enhance consumer purchase intentions.*

*Keywords: Green Advertising, Green Perceived Value, Green Product Attitude, Purchase Intention, PLS-SEM, Beauty Products*