

ABSTRACT

The increasing public attention to environmental issues has encouraged the development of environmentally friendly products, including sunscreen products. However, a high level of environmental awareness does not always translate into actual purchasing behavior toward green products. This study aims to analyze the effect of environmental awareness and green innovation on the purchase intention of environmentally friendly sunscreen products.

This study employs a descriptive research method with a quantitative approach. Data were collected through the distribution of questionnaires to 120 respondents who are consumers of sunscreen products in Indonesia. The data analysis technique used in this study is Partial Least Squares–Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS software.

The results indicate that environmental awareness and green innovation have a positive and significant effect on the purchase intention of environmentally friendly sunscreen products. Both independent variables are able to explain consumers' purchase intention with a relatively strong level of influence. These findings suggest that the development of sustainable green innovation, supported by increased consumer environmental awareness, can effectively enhance purchase intention toward environmentally friendly sunscreen products.

Keywords: *Environmental Awareness, Green Innovation, Purchase Intention, Environmentally Friendly Sunscreen*

INTISARI

Meningkatnya perhatian masyarakat terhadap isu lingkungan mendorong berkembangnya produk ramah lingkungan, termasuk produk sunscreen. Namun, tingginya kesadaran lingkungan belum selalu sejalan dengan perilaku pembelian produk ramah lingkungan. Penelitian ini bertujuan untuk menganalisis pengaruh kesadaran lingkungan dan inovasi hijau terhadap niat beli produk sunscreen ramah lingkungan.

Penelitian ini menggunakan metode deskriptif dengan pendekatan kuantitatif. Data dikumpulkan melalui penyebaran kuesioner kepada 120 responden yang merupakan konsumen produk sunscreen di Indonesia. Teknik analisis data yang digunakan adalah Partial Least Squares–Structural Equation Modeling (PLS-SEM) dengan bantuan perangkat lunak SmartPLS.

Hasil penelitian menunjukkan bahwa kesadaran lingkungan dan inovasi hijau berpengaruh positif dan signifikan terhadap niat beli produk sunscreen ramah lingkungan. Kedua variabel independen mampu menjelaskan niat beli konsumen dengan tingkat pengaruh yang cukup kuat. Temuan ini mengindikasikan bahwa pengembangan inovasi hijau yang berkelanjutan, didukung oleh peningkatan kesadaran lingkungan konsumen, dapat mendorong niat beli terhadap produk sunscreen ramah lingkungan.

Kata Kunci: Kesadaran Lingkungan, Inovasi Hijau, Niat Beli, Sunscreen Ramah Lingkungan