

ABSTRACT

The purpose of this study is to measure Green Product Purchase Decisions in Indonesia then its direct effects on Repurchase Intention. The Body Shop takes place as the representative of green-cosmetic brands in Indonesia. There are five chosen independent variables; Supporting Environmental Protection, Drive for Environmental Responsibility, Green Product Experience, Environmental Friendliness of Companies, and Social Appeal. Several previous studies have been conducted to test these five consumer behaviours effect to Green Product Purchase Decisions but not in one specific green brand. Also, among those studies, Green Product Purchase Decisions has not yet been tested to Repurchase Intention of the consumers. The sampling method used is a non-probability purposive sampling and the respondents are those who purchased The Body Shop products in Indonesia. The finding is Supporting Environmental Protection, Drive for Environmental Responsibility, Green Product Experience, Environmental Friendliness of Companies, and Social Appeal significantly affect Green Product Purchase Decisions. Furthermore, Green Product Purchase Decisions significantly affect Repurchase Intention.