

PENGARUH GREEN POSITIONING, PRODUCT ATTRIBUTES, HEALTH CONSCIOUSNES, SOCIAL INFLUENCE TERHADAP GREEN PURCHASE INTENTION PADA PRODUK THE BODY SHOP

ABSTRAKSI

Penelitian ini membahas mengenai pengaruh *Green Positioning, Product Attributes, Health Consciousnes, Social Influence* terhadap *Green Purchase Intention* pada produk The Body Shop di Mal Lippo Karawaci, yang selanjutnya untuk mengetahui masing-masing dari *Green Positioning, Product Attributes, Health Consciousnes, Social Influence* terhadap *Green Purchase Intention* pada produk The Body Shop. Data diperoleh melalui survey di Mal Lippo Karawaci Tangerang dengan menyebarkan kuesioner kepada pengunjung Mal Lippo Karawaci sebanyak 270 responden. Teknik pengambilan sampling menggunakan metode teknik *maximum likelyhood estimation*, sedangkan alat analisa datanya menggunakan analisa Structural Equation Method (SEM).

Hasil penelitian menunjukkan bahwa *Health consciousness* memiliki pengaruh yang positif dan signifikan terhadap *green purchase intention*, *Attribute product* memiliki pengaruh yang positif dan signifikan terhadap *green purchase intention*, *Green positioning* memiliki pengaruh yang positif dan signifikan terhadap *green purchase intention*, sedangkan untuk *Social influence* tidak memiliki pengaruh yang signifikan terhadap *green purchase intention* di outlet The Body Shop Lippo Karawaci.

Kata kunci : *Green Positioning, Product Attributes, Health Consciousnes, Social Influence, Green Purchase Intention, The Body Shop*

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ABSTRACT

This study discusses the influence of Green Positioning, Product Attributes, Health Consciousness, Social Influence on Green Purchase Intention on The Body Shop products at Lippo Karawaci Mall, which is then to find out each from Green Positioning, Product Attributes, Health Consciousnes, Social Influence to Green Purchase Intention on The Body Shop products. Data was obtained through a survey at Lippo Karawaci Mall in Tangerang by distributing questionnaires to visitors to Lippo Karawaci Mall as many as 270 respondents. The sampling technique uses the maximum likelyhood estimation technique, while the data analysis tool uses the analysis of Structural Equation Method (SEM).

The results showed that Health consciousness has a positive and significant influence on green purchase intention, attribute product has a positive and significant influence on green purchase intention, Green positioning has a positive and significant influence on the green purchase intention, whereas Social influence has no influence significant effect on the green purchase intention at Lippo Karawaci's The Body Shop outlet.

Keywords : Green Positioning, Product Attributes, Health Consciousnes, Social Influence, Green Purchase Intention, The Body Shop



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