

ABSTRAKSI

Penelitian ini membahas bagaimana pengaruh *green positioning*, *product attributes*, *health consciousness*, dan *social influence*, terhadap *green purchase intention* dan *purchase intention* pada pengunjung Gerai Martha Tilaar Shop yang berlokasi di Mall Taman Anggrek lantai G, yang selanjutnya untuk mengetahui pengaruh yang terjadi antara *green positioning*, *product attributes*, *health consciousness*, dan *social influence*, terhadap *green purchase intention* dan *purchase intention* pada pengunjung Gerai Martha Tilaar Shop. Data diperoleh melalui survey di Gerai Martha Tilaar Shop Mall Taman Anggrek lantai G dengan menyebarkan kuesioner kepada para pengunjung yang melakukan pembelian produk sariayu sebanyak 220 orang. Teknik pengambilan sampling menggunakan teknik sampel *maximum like hood estimate*. Sedangkan alat analisis menggunakan analisa permasalahan struktural.

Hasil penelitian diperoleh bahwa *green positioning* berpengaruh positif terhadap *purchase intention* namun tidak berpengaruh terhadap *green purchase intention*, *product attributes* tidak berpengaruh terhadap *green purchase intention* namun berpengaruh positif terhadap *purchase intention*, selanjutnya adalah *health consciousness* berpengaruh positif terhadap *green purchase intention*, kemudian *Social Influences* tidak berpengaruh positif terhadap *Green Purchase Intention* dan *Green Purchase Intention* berpengaruh positif terhadap *Purchase Intention* pada pengunjung Gerai Martha Tilaar Shop Mall Taman Anggrek.

Kata kunci : *green positioning*, *product attributes*, *health consciousness*, *social influence*, *green purchase intention*, *purchase intention*, *green marketing*, *cosmetics*,

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ABSTRACT

This study discusses how the effect of green positioning, product attributes, health consciousness, and social influences, to green purchase intention and purchase intention on the visitors booth Martha Tilaar Shop located in Mall Taman Anggrek floor G, which further to determine the effect that occurs between green positioning , product attributes, consciousness health and social influences, to green purchase intention and the intention purchase visitors Martha Tilaar Shop outlets. Data were obtained through a survey in Martha Tilaar Shop Outlet Mall Taman Anggrek floor G by distributing questionnaires to the visitors who make a purchase of products Sariayu as many as 200 people. Mechanical sampling using sampling techniques like hood maximum estimate. While analysis tools using permasaan structural analysis.

The result showed that green positioning positive influence on purchase intention, but does not affect the green purchase intention, product attributes do not affect the green purchase intention but positive effect on purchase intention, next is health consciousness positive effect on green purchase intention, then the Social Influences no effect positively to the Green Purchase Intention and Green Purchase intetion positive influence on Purchase Intention in the visitors Martha Tilaar Shop outlet Mall Taman Anggrek.

Keywords : green positioning, product attributes, health consciousness, social influence, green purchase intention, purchase intention, green marketing, cosmetics,

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