

ABSTRAK

Penelitian ini bertujuan untuk mengidentifikasi dan menjelaskan pengaruh *Environment concern, Green price awareness, Brand image* dan *Campaign “forever against animal testing”* terhadap keputusan pembelian produk kosmetik The Body Shop. Jenis penelitian yang digunakan dalam penelitian ini adalah kuantitatif dan metode penelitian yang digunakan adalah metode analisis kausal. Sampel diambil sebanyak 105 pembeli dengan menggunakan teknik *purposive sampling*. Teknik-teknik analisis yang digunakan adalah statistik deskriptif. Hasil penelitian menunjukkan bahwa semua variabel berpengaruh positif terhadap keputusan pembelian tetapi, variabel *Green price awareness* (X_2) tidak signifikan dalam penelitian ini. Ini berarti bahwa The Body Shop perlu meningkatkan hal yang berkaitan dengan variabel *Green price awareness* di masa depan berdasarkan saran yang telah diberikan oleh penulis.

Kata kunci: *Environment concern, Green price awareness, Brand image,*

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ABSTRACT

This study aims to identify and explain the influence of the environmental concern, green price awareness, brand image and The campaign of “forever against animal testing” against the buying decision of the buyer of The Body Shop’s product. Types of research used in this study is a quantitative and research methods are used methods of causal analysis. Samples were taken as many as 105 buyers by using a purposive sampling technique. The snalysis techniques used are descriptive statistics. The result showed that all of the variables are positively influence against the buying decision but, the variable of green price awareness(X2) is not significant in this study. It means that The Body Shop needs to improve the one that not significant in the future.

Keyword: environment concern, green price awareness, brand image and campaign “forever against animal testing”, buying decision

