

## ABSTRAK

Penelitian ini bertujuan menganalisis pengaruh *Health Consciousnes*, *Product Attributes*, *Green Positioning*, dan *Social Influence* terhadap *Green Purchase Intention* pada produk The Body Shop di Living World Mall Alam Sutera. Teknik pengumpulan data berbentuk kuisisioner dengan menggunakan skala *ordinal*. Penelitian ini dilakukan terhadap pengunjung Mal sebanyak 220 responden dengan menggunakan pendekatan deskriptif kuantitatif dan pengujian hipotesis. Teknik pengambilan sampling menggunakan metode teknik random sampling, dengan analisa datanya menggunakan *Structural Equation Method (Partial least square)*. Hasil penelitian menunjukkan bahwa *Health Consciousness* memiliki pengaruh yang negatif dan signifikan terhadap *Green Purchase intention*, *Product Attribute* memiliki pengaruh yang positif dan signifikan terhadap *Green Purchase Intention*, *Green Positioning* memiliki pengaruh yang negatif dan signifikan terhadap *Green Purchase Intention* serta untuk *Social Influence* memiliki pengaruh yang positif dan signifikan terhadap *Green Purchase Intention* di outlet The Body Shop di Living World Mall Alam Sutera. Oleh karena itu hasil uji dari penelitian ini menyatakan bahwa terdapat pengaruh simultan antara variabel *Health Consciousnes*, *Product Attributes*, *Green Positioning*, dan *Social Influence* terhadap *Green Purchase Intention* pada produk The Body Shop di Living World Mall Alam Sutera.

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



## **ABSTRACT**

*This study aims to analyze the effect of Health Consciousness, Product Attributes, Green Positioning, and Social Intention to Green Purchase Intention on The Body Shop products at Living World Mall Alam Sutera. The data collection technique was in the form of a questionnaire using an ordinal scale. This research was conducted on 220 respondents who visited the Mall using a quantitative descriptive approach and hypothesis testing. The sampling technique used is a random sampling technique, with data analysis using the Structural Equation Method (Partial least square). The results showed that Health Awareness had a negative and significant effect on Green Purchase Intention, Product Attributes had a positive and significant effect on Green Purchase Intention, Green Positioning had a negative and significant effect on Green Purchase Intention and for Social Influence had a positive effect. influence. and significant to Green Purchase Intention at The Body Shop outlets at Living World Mall Alam Sutera. Therefore, the test results from this study state that there is a simultaneous influence between the variables of Health Awareness, Product Attributes, Green Positioning, and Social Influence on Green Purchase Intentions on The Body Shop products at Living World Mall Alam Sutera.*

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

