

ABSTRAK

Penelitian ini untuk mengetahui pengaruh *environmental concern*, *green trust* dan *green price* terhadap *green purchase intention* pada love beauty and planet body lotion di DKI Jakarta. Penelitian ini dilakukan terhadap 105 responden dengan menggunakan pendekatan kuantitatif. Metode analisis data yang digunakan adalah *Structural Equation Modeling* (SEM). Hasil penelitian menunjukkan bahwa *environmental concern* tidak berpengaruh terhadap *green purchase intention*, *green trust* berpengaruh positif dan signifikan terhadap *green purchase intention* dan *green price* berpengaruh positif dan signifikan terhadap *green purchase intention*.

Kata kunci: *Environmental Concern, Green Trust, Green Price, Green Purchase Intention.*



ABSTRACT

This research is to find out the influence of environmental concern, green trust and green price on the green purchase intention of love beauty planet body lotion in DKI Jakarta. This study was conducted on 105 respondents using a quantitative approach. Data analysis used is structural equation modeling (SEM). The results showed that the environmental awareness has no effect on green purchase intention, green trust has an effect on green purchase intention and green price has an effect on green purchase intention.

Keywords: *Environmental Concern, Green Trust, Green Price, Green Purchase Intention.*

