

**PENGARUH *GREEN BRAND POSITIONING*, *GREEN PERCEIVED VALUE* DAN *ENVIRONMENTAL CONCERN* TERHADAP *GREEN PURCHASE INTENTION* PADA *SKINCARE* RAMAH LINGKUNGAN MELALUI *ATTITUDE* SEBAGAI VARIABEL MEDIASI**

**Annisa Nur Uswatun Khasanah**

**Abstrak**

Permasalahan lingkungan yang semakin kompleks membuat konsumen semakin peduli terhadap produk ramah lingkungan, termasuk pada produk *skincare*. Penelitian ini bertujuan untuk menganalisis pengaruh *green brand positioning*, *green perceived value*, dan *environmental concern* terhadap *green purchase intention* pada *skincare* ramah lingkungan, dengan *attitude* sebagai variabel mediasi. Alasan utama penelitian ini dilakukan adalah untuk memahami faktor-faktor yang mendorong konsumen, khususnya generasi muda, dalam memilih produk *skincare* berkelanjutan sehingga dapat berkontribusi pada pelestarian lingkungan. Penelitian ini menggunakan data primer yang dikumpulkan melalui penyebaran kuesioner online kepada 185 responden pengguna *skincare* di Indonesia yang peduli terhadap isu lingkungan. Metode analisis yang digunakan adalah *Partial Least Squares Structural Equation Modeling* (PLS-SEM) untuk menguji hubungan antar variabel. Hasil penelitian menunjukkan bahwa *green brand positioning*, *green perceived value*, dan *environmental concern* berpengaruh positif signifikan terhadap *attitude* konsumen dan *green purchase intention*. Selain itu, *attitude* terbukti menjadi variabel mediasi yang memperkuat pengaruh ketiga variabel tersebut terhadap *green purchase intention*. Temuan ini menegaskan pentingnya strategi pemasaran yang menonjolkan komitmen merek terhadap keberlanjutan, penciptaan nilai hijau, serta edukasi lingkungan untuk membangun sikap positif dan meningkatkan niat beli konsumen terhadap produk *skincare* ramah lingkungan.

**Kata Kunci:** *Green Brand Positioning, Green Perceived Value, Environmental Concern, Attitude, Green Purchase Intention*

2021/10/25  


**THE EFFECT OF GREEN BRAND POSITIONING, GREEN PERCEIVED VALUE, AND ENVIRONMENTAL CONCERN ON GREEN PURCHASE INTENTION ON ENVIRONMENTALLY FRIENDLY SKINCARE THROUGH ATTITUDE AS A MEDIATION VARIABLE**

**Annisa Nur Uswatun Khasanah**

**Abstract**

*Environmental problems are becoming increasingly complex, prompting consumers to become more aware of eco-friendly products, including skincare. This study aims to investigate the impact of green brand positioning, perceived green value, and environmental concern on the intention to purchase eco-friendly skincare, with attitude serving as a mediating variable. The primary objective of this research is to understand what motivates young consumers, in particular, to choose sustainable skincare products, thereby helping to protect the environment. Data were collected from 185 skincare users in Indonesia who care about environmental issues, using an online questionnaire. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results indicate that green brand positioning, perceived green value, and environmental concern have a significant positive impact on consumer attitude and intention to purchase eco-friendly skincare. Similarly, attitude also strengthens the effect of these three factors on green purchase intention. These findings underscore the significance of marketing strategies that demonstrate a brand's commitment to sustainability, create green value, and offer environmental education to foster positive attitudes and enhance the intention to purchase eco-friendly skincare products.*

**Keywords:** *Green Brand Positioning, Green Perceived Value, Environmental Concern, Attitude, Green Purchase Intention.*