

GREEN CONSUMERS' PURCHASE INTENTION ON THE BODY SHOP PRODUCTS IN SURABAYA



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**INTERNATIONAL BUSINESS MANAGEMENT STUDY PROGRAM
FACULTY OF BUSINESS
WIDYA MANDALA CATHOLIC UNIVERSITY
SURABAYA
2019**

GREEN CONSUMERS' PURCHASE INTENTION ON THE BODY SHOP PRODUCTS IN SURABAYA

UNDERGRADUATE THESIS

Addressed to

BUSINESS FACULTY

WIDYA MANDALA CATHOLIC UNIVERSITY SURABAYA

to Fulfill the Requirements

for the Management Bachelor Degree

International Business Management Study Program

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FACULTY OF BUSINESS

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APPROVAL PAGE

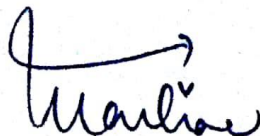
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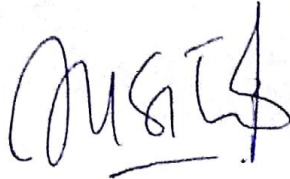
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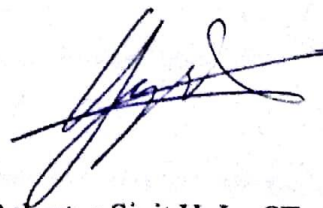
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FOREWORDS

All praises to God for His blessings and guidance so that the author able to complete this final assignment in marketing topic titled “Green Consumers’ Purchase Intention on The Body Shop Products in Surabaya”. This final assignment is written as one of the requirements to obtain the title of Bachelor of Management from Faculty of Business, Widya Mandala Catholic University Surabaya.

During the writing process of final assignment, the author appreciates all the help, supports, guidance, advice and critics from various sources. Thus, the author would like to express gratitude to:

1. Dr. Lodovicus Lasdi, MM., Ak., CA., CPAI. as the Dean of Business Faculty at Widya Mandala Catholic University Surabaya.
2. Robertus Sigit Haribowo Lukito, SE., M.Sc. as the Head of Management Department at Widya Mandala Catholic University Surabaya.
3. Dr. Wahyudi Wibowo, ST., MM. as the Coordinator of International Business Management Program, Faculty of Business, Widya Mandala Catholic University Surabaya.
4. Christofera Marliana Junaedi, SE., M.Si., as Advisor I, who always guide and give a lot of knowledge, insight and support during her busy time as Vice Dean of Business Faculty at Widya Mandala Catholic University Surabaya.
5. Deatri Arumsari Agung, SE., M.Sc. as Advisor II, who have genuinely spent her time, effort to guide, give advices and constructive critics during this final assignment writing process.
6. Family that always give endless support and prayer since the beginning of this final assignment process.
7. Friends who were working on together, sharing lots of knowledge, information and their time for author, Julyanawaty, Joceline, Indri and Raditya.

8. Friends who always support and help author during the final assignment writing process, also providing information as this final assignment respondents, Noname, IBM Batch 2015, HMJM and Glamour Look Models.
9. Friends from laboratory who help author during the difficulties of this final assignment writing, Rosa, Fico and Stanley.
10. All administrative staff and student staff in Faculty of Business, Widya Mandala Catholic University Surabaya who have help author during the final assignment process.

Although this final assignment has been completed, the author is aware that this final assignment is not perfectly done and will gladly accept and critics and constructive advices from all parties. Lastly, the author hopes that this final assignment will be able to bring knowledge and be useful for the readers.

Surabaya, January 2019

Researcher,

Author

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ABSTRAK

Lingkungan mengalami perubahan drastis yang disebabkan oleh berbagai permasalahan lingkungan. Perusahaan dan konsumen sekarang mulai sadar akan pentingnya dampak positif dari produk ramah lingkungan untuk menyelamatkan lingkungan. Oleh karena itu, penelitian ini bertujuan untuk menganalisa intensi konsumen untuk membeli produk The Body Shop di Surabaya. Penelitian ini merupakan studi kausal dengan tujuh hipotesis yang akan diuji. Jumlah responden adalah 150 orang yang mengetahui The Body Shop, berusia 17 tahun ke atas, dan berdomisili di Surabaya. Data dikumpulkan menggunakan survei kuesioner *online* (Google Form) dan dianalisa menggunakan teknik analisa *structural equation modeling* menggunakan aplikasi Lisrel 8.8.

Dari data yang diperoleh, hasil dari studi menunjukkan bahwa adanya hubungan yang signifikan dan positif dari *Environmental Concern* terhadap *Attitude toward Green Product* dan *Green Advertising* terhadap *Green Purchase Intention*. Di samping itu, *Environmental Knowledge* menunjukkan dampak yang tidak signifikan terhadap *Attitude toward Green Product* diikuti dengan hubungan yang tidak signifikan antara *Attitude toward Green Product* terhadap *Green Purchase Intention*. Hal ini menyebabkan *Attitude toward Green Product* gagal memoderasi hubungan antara *Environmental Concern* dan *Green Purchase Intention* dan juga hubungan antara *Environmental Knowledge* terhadap *Green Purchase Intention*.

Kata Kunci: *Environmental Concern, Environmental Knowledge, Green Marketing Tools, Attitude toward Green Product, Green Purchase Intention*

GREEN CONSUMERS' PURCHASE INTENTION ON THE BODY SHOP PRODUCTS IN SURABAYA

ABSTRACT

Our environment is rapidly changing due to several environmental issues. Currently, companies and consumers are started to aware about the importance of green products positive impact to save the environment. Therefore, this present research aims to analyze the green consumers' purchase intention on The Body Shop products in Surabaya. This research is a causal study with seven hypotheses to be tested. The total number of respondents is 150 whose know the existence of The Body Shop, 17 years old and above, also domicile in Surabaya. Data was collected using online questionnaire survey (Google Form) shared through social media and the data collected were analyzed with the help of structural equation modeling (SEM) using Lisrel 8.8 application.

Within the data collected, the findings of the study shows that there's a significant and positive relationship among Environmental Concern toward Attitude toward Green Product and Green Advertising toward Green Purchase Intention. On the other hand, Environmental Knowledge shows insignificant impact toward Attitude toward Green Product followed by insignificant relationship between Attitude toward Green Product and Green Purchase Intention. This causes Attitude toward Green Product failed to moderate the relationship between Environmental Concern and Green Purchase Intention also the relationship between Environmental Knowledge and Green Purchase Intention.

Keywords: *Environmental Concern, Environmental Knowledge, Green Marketing Tools, Attitude toward Green Product, Green Purchase Intention*