



**THE INFLUENCE OF GREEN MARKETING ON
PURCHASE DECISIONS OF SKINCARE
THE BODY SHOP JABODETABEK**

**UNDERGRADUATED THESIS
Submitted as one of the requirements to obtain
Sarjana Manajemen**

By:

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**FACULTY OF ECONOMY
MANAGEMENT STUDY PROGRAM**

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ABSTRACT

There is a negative effect on the environment from the increased use of skincare products. The negative effect is plastic waste. This has made industry and society more worried about the environment. Many industries in the beauty industry are beginning to adopt green marketing strategies, and consumers are increasingly purchasing environmentally friendly products. That is, when people become more aware, they also learn more about environmentally friendly products. When people know more about these products, they have their own preferences when choosing them, even when it comes to skincare products. The Body Shop is a skincare company that implements a marketing strategy called "green marketing." The company's activities are all based on green marketing principles. The purpose of this study was to examine the influence of green consumer behavior, green brand awareness, and a green lifestyle on The Body Shop skincare purchasing decisions. This study used a quantitative method. To collect data, this study used a questionnaire that was distributed online using a Google form and the location for distributing the questionnaire was Jabodetabek. In determining the sample, the authors used a purposive sampling technique, in which the respondents had used or purchased The Body Shop products, a sample of 113 respondents were selected. Data analysis using IBM SPSS Version 25.0. The results of this study are Green Consumer Behavior, Green Brand Awareness, and Green Lifestyle, each of which has a positive and significant effect on purchasing decisions. Then, the value of the coefficient of determination is 0.682, which means that 68.2% of purchasing decisions are influenced by green consumer behavior, brand awareness and green lifestyle.

Keywords: *green consumer behavior, green lifestyle, green brand awareness, purchase decision*

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Cikarang, 25 February 2023

A handwritten signature in black ink, appearing to read 'Michelle' with a stylized flourish at the end.

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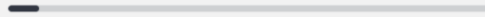
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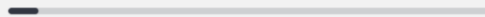
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