

ABSTRAK

Penelitian ini dilakukan berdasarkan fenomena yang terjadi pada tahun 2020 sampai dengan 2024, jenis sampah plastik pada produksi sampah di Kota Bandung berada diposisi peringkat kedua jenis sampah terbesar, data pangsar perawatan diri pada *skincare* masih sedikit yang diminati dari tahun ketahun. Dalam hal *skincare* dengan transaksi terendah merupakan perusahaan The Body Shop. Berdasarkan hasil pra survei yang telah dilakukan oleh peneliti, rendahnya jumlah transaksi pada perusahaan The Body Shop disebabkan adanya pengaruh dari *green product* dan *customer green psychology* terhadap *green purchase intention* baik secara simultan, maupun parsial. Untuk meneliti hubungan antar variabel yang akan diteliti, peneliti menggunakan *applied theory* dari para ahli dengan tahun terbaru, yaitu *green product* menurut Hadika Sofwan et al (2021), *customer green psychology* menurut Ahmad et al (2020) dan *green purchase intention* menurut Setyabudhi et al (2023). Penelitian ini bertujuan untuk mengetahui pengaruh *green product* dan *customer green psychology* terhadap *green purchase intention* (studi pada konsumen *Green Skincare* pada Generasi Z di Kota Bandung). Metode penelitian yang digunakan adalah deskriptif dan verifikatif. Penelitian dilakukan di wilayah Bandung dengan sampel sebanyak 95 responden. Teknik analisis yang digunakan yaitu menggunakan analisis regresi liner berganda, korelasi berganda dan koefisien determinasi. Hasil penelitian menunjukkan bahwa terdapat pengaruh positif dan signifikan antara *green product* dan *customer green psychology* terhadap *green purchase intention*. Besarnya pengaruh *green product*, dan *customer green psychology* terhadap *green purchase intention* secara simultan 62,9% dan sisanya 37,1% dipengaruhi variabel lain yang tidak diteliti. Secara parsial besarnya pengaruh *green product* terhadap *green purchase intention* sebesar 23,6% , dan pengaruh *customer green psychology* terhadap *green purchase intention* sebesar 39,2%, sehingga dapat disimpulkan bahwa *customer green psychology* memberikan pengaruh paling besar terhadap *green purchase intention*.

Kata kunci : *Green Product, Customer Green Psychology, Green Purchase Intention.*

ABSTRACT

This research was carried out based on a phenomenon that occurred from 2020 to 2024, the type of plastic waste in waste production in the city of Bandung is ranked second in the largest type of waste, the data on personal care in *skincare* is still few that are in demand from year to year. In terms of *skincare*, the lowest transaction is The Body Shop company. Based on the results of the pre-survey conducted by the researcher, the low number of transactions at The Body Shop company is due to the influence of *green products* and *customer green psychology* on *green purchase intention* both simultaneously and partially. To examine the relationship between the variables to be studied, the researcher used *applied theory* from experts with renewable years, namely *green products* according to Hadika Sofwan et al (2021), *customer green psychology* according to Ahmad et al (2020) and *green purchase intention* according to Setyabudhi et al (2023).

This study aims to determine the influence of *green products* and *customer green psychology* on *green purchase intention* (a study on Green Skincare consumers in Generation Z in the city of Bandung). The research methods used are descriptive and verifiable. The research was conducted in the Bandung area with a sample of 95 respondents. The analysis technique used is multiple liner regression analysis, multiple correlation and determination coefficient. The results of the study show that there is a positive and significant influence between *green products* and *customer green psychology* on *green purchase intention*. The magnitude of the influence of *green products*, and *customer green psychology* on *green purchase intention* was simultaneously 62.9% and the remaining 37.1% was influenced by other variables that were not studied. Partially, the influence of *green products* on *green purchase intention* was 23.6%, and the influence of *customer green psychology* on *green purchase intention* was 39.2%, so it can be concluded that *customer green psychology* has the greatest influence on *green purchase intention*.

Keywords: Green Product, Customer Green Psychology, Green Purchase Intention.