

## ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *Green marketing* terhadap *Consumer Attitude* yang dimoderasi oleh *Green Product Awareness*, & Implikasinya pada *Intention to Buy* pada *Skincare* Korea, baik secara simultan maupun parsial. Berdasarkan data dari Dinar Standard, Indonesia adalah negara kedua terbesar dalam konsumsi kosmetik, dengan nilai pasar mencapai 4,19 miliar dolar AS. Hal ini membuka peluang bagi produk impor, terutama dari Korea, yang sangat diminati oleh konsumen

*Skincare Nacific*, meskipun termasuk dalam lima produk *skincare* asal Korea yang populer, memiliki rating terendah dibandingkan dengan yang lain. Ini dapat dihubungkan dengan kurangnya strategi *green marketing*, yang berdampak pada sikap negatif konsumen. Penelitian ini menggunakan metode deskriptif dan verifikatif dengan sampel 100 responden, di mana pengujian instrumen dilakukan melalui uji validitas dan reliabilitas. Metode analisis data dilakukan menggunakan uji simultan (F), uji parsial (T), analisis koefisien determinasi, serta analisis regresi moderasi (*MRA*) dengan bantuan SPSS 24.

Hasil penelitian menunjukkan bahwa terdapat pengaruh positif dan signifikan antara *Green marketing* terhadap *Consumer Attitude* yang dimoderasi *green product awareness*, dan terdapat pula pengaruh positif dan signifikan antara *Green marketing* terhadap *intention to buy* melalui *Consumer Attitude*. Besarnya pengaruh *Green marketing* terhadap *Consumer Attitude* yang dimoderasi *green product awareness* secara simultan sebesar 81,9%. Secara parsial besarnya pengaruh *Green marketing* terhadap *Consumer Attitude* sebesar 78,4%. Lalu secara simultan antara *Green marketing* terhadap *intention to buy* melalui *Consumer Attitude* sebesar 82,4%. Sedangkan secara parsial *Green marketing* terhadap *intention to buy* sebesar 70%. Temuan ini menegaskan pentingnya strategi *Green marketing* dalam membentuk sikap positif konsumen dan meningkatkan niat beli, terutama dengan dukungan kesadaran akan produk yang ramah lingkungan. Sehingga dapat disimpulkan bahwa pengaruh paling kuat terhadap niat beli (*intention to buy*) berasal dari sikap konsumen (*Consumer Attitude*) yang dipengaruhi oleh *Green marketing*.

Kata Kunci : *Green marketing*, *Consumer Attitude*, *Green Product Awareness*, dan *Intention to Buy*

## **ABSTRACT**

*This study aims to analyze the effect of Green marketing on Consumer Attitude moderated by Green Product Awareness, & Its Implications on Intention to Buy on Korean Skincare, both simultaneously and partially. Based on data from Dinar Standard, Indonesia is the second largest country in cosmetic consumption, with a market value reaching 4.19 billion US dollars. This opens up opportunities for imported products, especially from Korea, which are in great demand by consumers.*

*Nacific , although included in the five most popular Korean skincare products, has the lowest rating. This can be attributed to the lack of a green marketing strategy, which has an impact on negative consumer attitudes. This study uses descriptive and verification methods with a sample of 100 respondents, where instrument testing is carried out through validity and reliability tests. The data analysis method is carried out using simultaneous tests (F), partial tests (T), coefficient of determination analysis, and moderation regression analysis (MRA) with the help of SPSS 24.*

*The results of the study indicate that there is a positive and significant influence between Green marketing on consumer attitudes (Consumer Attitude) which is moderated by awareness of environmentally friendly products (Green Product Awareness). The influence of Green marketing on Consumer Attitude simultaneously reached 81.9%, while partially it was 78.4%. In addition, the study also found a positive and significant influence between Green marketing on purchase intention (intention to buy) through consumer attitudes. Simultaneously, the influence reached 82.4%, and partially it was 70%. This finding confirms the importance of Green marketing strategy in forming positive consumer attitudes and increasing purchase intention, especially with the support of awareness of environmentally friendly products. So it can be concluded that the strongest influence on purchase intention (intention to buy) comes from consumer attitudes (Consumer Attitude) which is influenced by Green marketing.*

*Keyword : Green marketing, Consumer Attitude, Green Product Awareness, and Intention to Buy*