

PENGARUH *GREEN BRAND KNOWLEDGE* DAN *CORPORATE SOCIAL RESPONSIBILITY* TERHADAP *GREEN PURCHASE INTENTION*

ABSTRAK

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Penelitian ini bertujuan untuk menganalisis pengaruh *Green Brand Knowledge* dan *Corporate Social Responsibility* terhadap *Green Purchase Intention* pada konsumen produk *The Body Shop* Indonesia. Jenis penelitian yang digunakan adalah kuantitatif dengan metode survei melalui kuesioner yang disebarakan kepada responden yang mengikuti media sosial Instagram *The Body Shop* Indonesia. Teknik pengambilan sampel menggunakan purposive sampling. Analisis data dilakukan melalui uji validitas, reliabilitas, uji asumsi klasik, serta analisis regresi linear berganda dengan bantuan software SPSS versi 27. Hasil penelitian menunjukkan bahwa secara parsial *Green Brand Knowledge* berpengaruh positif terhadap *Green Purchase Intention* dengan kontribusi sebesar 21,2%, sedangkan *Corporate Social Responsibility* juga berpengaruh positif meskipun kontribusinya tergolong rendah yaitu sebesar 8,6%. Secara simultan, kedua variabel berpengaruh positif dan signifikan terhadap *Green Purchase Intention* dengan kontribusi sebesar 23,3%. Angka ini menunjukkan masih terdapat faktor lain di luar model penelitian yang memengaruhi niat beli ramah lingkungan konsumen *The Body Shop* Indonesia, seperti harga produk, ketersediaan di pasaran, citra merek, kualitas layanan, maupun faktor psikologis konsumen.

Keywords: Green Brand Knowledge, Corporate Social Responsibility, Green Purchase Intention.

**THE INFLUENCE OF GREEN BRAND KNOWLEDGE AND
CORPORATE SOCIAL RESPONSIBILITY ON GREEN PURCHASE
INTENTION OF THE BODY SHOP INDONESIA PRODUCTS**

ABSTRACT

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This study aims to analyze the influence of Green Brand Knowledge and Corporate Social Responsibility on Green Purchase Intention among consumers of The Body Shop Indonesia products. The research used a quantitative approach with a survey method through questionnaires distributed to respondents who follow The Body Shop Indonesia's Instagram account. The sample was determined using a purposive sampling technique. Data were analyzed using validity and reliability tests, classical assumption tests, and multiple linear regression analysis with SPSS version 27.

The results show that, partially, Green Brand Knowledge has a positive effect on Green Purchase Intention with a contribution of 21.2%, while Corporate Social Responsibility also has a positive effect although its contribution is relatively low at 8.6%. Simultaneously, both variables have a positive and significant effect on Green Purchase Intention with a total contribution of 23.3%. This indicates that there are still other factors beyond the model influencing consumers' green purchase intention for The Body Shop Indonesia products, such as product price, market availability, brand image, service quality, or consumers' psychological factors.

Keywords: Green Brand Knowledge, Corporate Social Responsibility, Green Purchase Intention.