

## **ABSTRACT**

*More and more people care about maintaining healthy skin day by day. Not only women, but even men are confident in using various skincare products. Currently, various cosmetic companies tend to use safe ingredients. Sariayu also follows the clean beauty trend, namely creating a Clean Beauty Campaign in line with the concerns of Indonesian women and companies for the safety of skincare products and concern for the environment. This study aims to determine the effect of environmental consciousness, eco-label, attitude, green advertising, and price on green product buying decisions in generation Z who have purchased Clean Beauty Sariayu. The benefits of this research are expected to the community, especially companies to improve the quality of their products and for the general public in making purchasing decisions based on their needs.*

*This research method uses quantitative methods with causality research types. This research uses non-probability sampling technique. The sample in this study amounted to 385 respondents who bought Clean Beauty Sariayu in generation Z in Indonesia. The data analysis technique used is descriptive analysis and Structural Equation Modelling (SEM) analysis which is analyzed using SmartPLS 3.2.9 software.*

*The results of this study indicate that the environmental consciousness and eco-label variables do not have a significant effect on green product buying decisions partially. Meanwhile, attitude, green advertising, and price have a partially significant effect on green product buying decisions for generation Z who have purchased Clean Beauty Sariayu. Recommendations for Sariayu companies is making advertising related to environmentally friendly.*

*Keywords: environmental consciousness, eco-label, attitude, green advertising, price, green product, buying decision*