

ABSTRACT

With incessant the issues of environmental care and social responsibility, many companies create and offer environmentally friendly products are often referred to as a green product, including cosmetics company. In Indonesia, there are several cosmetic companies both national and international brands on the theme green product, including Sariayu Martha Tilaar and The Body Shop. Although consumers are generally concerned about the environment, but the previous literature suggests that consumers are very sensitive to the green product attributes. Green product company also faces many challenges including a suspicion of green advertising recognition and high costs in the development of green products. Therefore, knowing the attitude of consumers towards green product or environmentally friendly products has been very important (Chai & Chen; 2010).

In this research method used is descriptive method to include 400 students of Sariayu Martha Tilaar and The Body Shop users in Bandung as respondents. Data analysis methods used in this research is Multiatribut Fishbein method that involves an element of evaluation importance of product attributes and trust attributes attached to a brand. Attributes used in this study is a fragrance product, color variants, product performance, brand, price, security for the skin, provided the tester, the atmosphere outlet, packaging, raw materials and products are not tested on animals.

From the results, the data attribute of interest ranked most important to least important as follows: security for the skin, the performance of the product, raw material product, price, packaging, provided tester, fragrance products, atmosphere outlets, brand, not tested on animals and color variants. Value of consumer attitudes towards Sariayu Martha Tilaar is 30.69 in the category of a positive attitude. While the total value of consumer attitudes The Body Shop is 35.72 in the category of very positive attitude. Both Sariayu Martha Tilaar and The Body Shop, attributes which get the highest score is the security for the skin.

Key word: consumer attitudes, green product, Fishbein analysis methods