ABSTRACT

Uncontrolled climate change continues to threaten life on earth, even climate change is also one of the causes of worsening skin problems. One of the factors causing global warming is still a big task for the Indonesian people, namely plastic waste. In Indonesia, plastic waste is still an environmental issue that is increasingly being discussed by people from various sectors, including in the field of beauty. Based on this phenomenon, it will have an impact on increasing the number of companies implementing "Green Marketing" programs in Indonesia which have the goal of reducing energy use and reducing plastic waste at the source.

In implementing the concept of green marketing, companies must be able to develop products that are environmentally friendly (green products) to build consumer knowledge about environmentally friendly (green knowledge) and have an impact on consumer buying decision behavior towards these green products. The research method used in this study is a quantitative method with a causal descriptive approach, using the Structural Equation Modeling (SEM) analysis technique using SMART PLS 3.0 software. The sampling method used was accidental sampling with a total of 400 respondents.

The results of this study lead to respondents' responses regarding the variables green product, green knowledge and purchasing decisions which are included in the very good category. The results of the analysis from SEM-PLS show that green product and green knowledge have a significant and positive effect on purchasing decisions, and green products have a positive and significant effect on purchasing decisions mediated by green knowledge.

Keywords: Environmental Concern, Green Product, Green Brand Knowledge, Purchase Decision.