

ABSTRACT

Environmental issues are now a problem that occurs in various industries, especially the problem of plastic waste. The cosmetic and skincare industry is one of the biggest contributors to plastic waste. One of the cosmetic and skincare brands that cares about environmental sustainability and makes environmentally friendly products is The Body Shop. The Body Shop is aggressively campaigning for the environment by producing environmentally friendly natural-based products. The purpose of this study was to determine how much influence Green Brand Positioning has on Green Repurchase Intention through Attitude Toward Green Brand on consumers of The Body Shop Bandung City.

This study uses quantitative methods by conducting several tests such as validity tests, reliability tests, hypothesis testing. The sampling technique used non-probability sampling with purposive sampling method. The population in this study are consumers of The Body Shop who live in the city of Bandung and have made repeat purchases of The Body Shop products. The sample obtained in this study amounted to 108 people.

Based on the results of this study, it shows that the Green Brand Positioning variable has a positive and significant effect on the Attitude Toward Green Brand variable. The Attitude Toward Green Brand variable has a positive and significant effect on the Green Repurchase Intention variable. The Green Brand Positioning variable has a positive and significant effect on the Green Repurchase Intention variable through the Attitude Toward Green Brand variable.

Keywords: *Green Marketing, Green Brand Positioning, Attitude Toward Green Brand, Green Repurchase Intention*