

ABSTRACT

The Indonesian government has announced plans to eliminate a number of single-use plastic products and packaging by 2030. In an effort to increase public awareness of the importance of protecting the environment, consumption of environmentally friendly products or green consumerism has increased. One example of a company that focuses on environmentally friendly products is The Body Shop.

This study aims to determine how much influence the green marketing mix has on online purchase intention through e-wom on The Body Shop products in Bandung City. The method used is quantitative method. The population in this study amounted to 150 samples using non-probability sampling with purposive sampling technique. Data collection using a questionnaire distributed via Google Form. The data analysis technique used is SEM-PLS with SmartPLS 4.0 software.

Based on the research results, green marketing mix has a significant effect on online purchase intention variables. Green marketing mix has a significant effect on e-wom variables. E-wom has a significant effect on the online purchase intention variable. Green marketing mix has a significant direct effect on online purchase intention through e-wom.

Suggestions that can be given to The Body Shop are advised to consistently maintain their green marketing mix strategy which consists of green product, green price, green place, and green promotion variables because green products can protect the environment and reduce waste in Indonesia. The Body Shop is advised to consistently maintain online purchase intention through e-wom because e-wom is an ingredient for customers to consider buying the desired product.

Keywords: *Green marketing mix, Online purchase intention, Electronic word of mouth*