

ABSTRACT

In the growth of the skincare industry today, there is an innovation in the diversity of products used in caring for the skin according to its usefulness. Green skincare products are products made from natural raw materials such as aloe vera, snail secretion or snail slime, bee venom, jeju sparkling water, and fruits and vegetables such as oranges, cucumbers, strawberries, and so on. The purpose of this study is to analyse the factors that influence the interest in purchasing green skincare in generation Z. This research was conducted using structural equation modelling (SEM) to test the correlation between variables. The sampling technique used was purposive or judgment sampling and the sample size was 200 respondents. The data collection technique was carried out by distributing questionnaires online to Generation Z living in Indonesia. The method used in this research is Structural Equation Modeling (SEM). This method was chosen because it is to test the relationships between variables in a model, be it between indicators and constructs, or relationships between constructs. The results showed that Perceived Authority Support (PAS) has a positive effect on Perceived Environmental Concern (PEC). Perceived Authority Support (PAS) and Perceived Environmental Concern (PEC) have a positive effect on Attitude (AT) and Subjective Norms (SN), and Attitude (AT) and Subjective Norms (SN) have a positive effect on Behavioural Intention (BI) in buying green skincare products. It can be seen from the p-value of the seven hypotheses is 0.071; 0.000; 0.000; 0.013; 0.000; 0.000 and the hypothesis has a p-value less than alpha, which is 0.1. However, Perceived Environmental Concern (PEC) has no influence on Subjective Norms (SN) because the p-value is 0.198.

Keywords: *Green skincare, Purchase Intention, Z Generation, Structural Equation Modelling, Pro-environmental Reasoned Action.*