

ABSTRACT

INTENTION OF BUYING ORGANIC COSMETICS ON COLLEGE STUDENTS IN BANDAR LAMPUNG

By

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This study aims to know and explain the influence of health consciousness and environmental consciousness on attitude toward buying organic cosmetics. Beside that to know and explain its direct effect on intention of buying organic cosmetics, then attitude toward buying organic cosmetics, subjective norms, and behavioral control perception tested its effect on intention of buying organic cosmetics. Data was collected by distributing questionnaires to 100 respondents towards college students in Bandar Lampung. Then data were analyzed by smartPLS to examine the influence among the variables. The result shows that environmental consciousness has significant effect on attitude toward buying organic cosmetics and intention of buying organic cosmetics, meanwhile health consciousness hasn't significant effect on both. Attitude toward buying organic cosmetics and behavioral control perception have significant effect on intention to buy organic cosmetics, but subjective norms hasn't significant effect.

Key Words: Theory of Planned Behavior, green products, organic cosmetics, intention of buying, health consciousness, environmental consciousness, smartPLS

ABSTRAK

INTENSI PEMBELIAN KOSMETIK ORGANIK PADA MAHASISWA BANDAR LAMPUNG

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Penelitian ini bertujuan untuk mengetahui dan menjelaskan pengaruh kesadaran kesehatan dan kesadaran lingkungan terhadap sikap atas pembelian kosmetik organik. Selain itu, untuk mengetahui dan menjelaskan pengaruhnya secara langsung terhadap intensi pembelian kosmetik organik, kemudian sikap atas pembelian kosmetik organik, norma subyektif, dan persepsi kontrol perilaku diuji pengaruhnya terhadap intensi pembelian kosmetik organik. Pengumpulan data dilakukan melalui penyebaran kuesioner kepada 100 responden mahasiswa di Bandar Lampung. Data selanjutnya dianalisis menggunakan *smartPLS* untuk menguji pengaruh antar variabel. Hasil menunjukkan bahwa kesadaran lingkungan berpengaruh signifikan terhadap sikap atas pembelian kosmetik organik dan intensi pembelian kosmetik organik, sementara kesadaran kesehatan tidak berpengaruh signifikan terhadap keduanya. Sikap atas pembelian kosmetik organik dan persepsi kontrol perilaku berpengaruh signifikan terhadap intensi pembelian kosmetik organik, namun norma subyektif tidak memiliki pengaruh signifikan.

Kata Kunci: *Theory of Planned Behavior*, produk hijau, kosmetik organik, intensi pembelian, kesadaran kesehatan, kesadaran lingkungan, *smartPLS*