

ABSTAK

PENGARUH *BRAND IMAGE*, *SAFETY INGREDIENTS*, DAN *GREEN PRODUCT* TERHADAP *GREEN PURCHASE DECISION* PRODUK *SKINCARE* SOMETHINC

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Meningkatnya kesadaran masyarakat terhadap isu lingkungan serta maraknya praktik *overclaim* dalam industri kosmetik mendorong konsumen menjadi lebih selektif dalam memilih produk *skincare* yang aman dan ramah lingkungan. Penelitian ini bertujuan untuk menganalisis pengaruh *brand image*, *safety ingredients*, dan *green product* terhadap *green purchase decision* pada konsumen produk *skincare* Somethinc. Metode penelitian yang digunakan adalah kuantitatif dengan teknik analisis regresi linear berganda dengan menggunakan aplikasi SPSS 31. Populasi penelitian ini adalah konsumen Somethinc yang berdomisili di Bandar Lampung dengan kriteria pernah menggunakan produk *skincare* Somethinc serta memiliki kepedulian terhadap bahan aman dan isu keberlanjutan. Sampel penelitian berjumlah 97 responden yang dipilih menggunakan teknik *purposive sampling*. Hasil penelitian menunjukkan bahwa secara simultan, *brand image*, *safety ingredients*, dan *green product* berpengaruh signifikan terhadap *green purchase decision* dengan nilai *Adjusted R Square* sebesar 63,9%. Secara parsial, variabel *brand image* dan *green product* terbukti memiliki pengaruh positif dan signifikan. Sebaliknya, variabel *safety ingredients* tidak berpengaruh signifikan terhadap *green purchase decision*. Kesimpulan dari penelitian ini menunjukkan bahwasannya *green purchase decision* tidak hanya dipengaruhi satu faktor saja. Pada penelitian ini, *brand image* membantu membangun kepercayaan, *green product* memperkuat persepsi bahwa produk ramah lingkungan, dan *safety ingredients* memastikan bahwa produk aman digunakan. Temuan ini menyarankan agar perusahaan terus memperkuat kualitas *green product* untuk meningkatkan loyalitas konsumen yang peduli pada kelestarian lingkungan.

Kata Kunci: *Brand Image, Safety Ingredients, Green Product, Green Purchase Decision, Skincare, Somethinc*

ABSTRACT

THE EFFECT OF BRAND IMAGE, SAFETY INGREDIENTS, AND GREEN PRODUCTS ON GREEN PURCHASE DECISIONS FOR SOMETHINC SKINCARE PRODUCTS

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Increased public awareness of environmental issues and rampant overclaiming practices in the cosmetics industry have encouraged consumers to be more selective in choosing safe and environmentally friendly skincare products. This study aims to analyze the influence of brand image, safety ingredients, and green products on green purchase decisions among consumers of Somethinc skincare products. The research method used was quantitative with multiple linear regression analysis using SPSS 31 software. The research population consisted of Somethinc consumers residing in Bandar Lampung who had used Somethinc skincare products and were concerned about safe ingredients and sustainability issues. The research sample consisted of 97 respondents selected using purposive sampling. The results showed that simultaneously, brand image, safety ingredients, and green products significantly influenced green purchase decisions with an Adjusted R Square value of 63.9%. Partially, the brand image and green product variables were proven to have a positive and significant influence. Conversely, the safety ingredients variable did not significantly influence green purchase decisions. The conclusion of this study shows that green purchase decisions are not influenced by just one factor. In this study, brand image helps build trust, green products reinforce the perception that the product is environmentally friendly, and safety ingredients ensure that the product is safe to use. These findings suggest that companies should continue to strengthen the quality of green products to increase the loyalty of consumers who care about environmental sustainability.

Keywords: Brand Image, Safety Ingredients, Green Product, Green Purchase Decision, Skincare, Somethinc