

## ABSTRAK

### PENGARUH PERSEPSI NILAI, SIKAP, DAN KEPEDULIAN LINGKUNGAN TERHADAP NIAT PEMBELIAN PRODUK DENGAN KEMASAN BERKELANJUTAN YANG DIMEDIASI OLEH KEPERCAYAAN

(Studi Pada Konsumen Produk *Skincare* di Bandar Lampung)

Oleh

LEONI SANDHI SEKARSARI

Meningkatnya volume sampah plastik, khususnya pada sektor *fast moving consumer goods* (FMCG) seperti produk *skincare*, mendorong perusahaan untuk mengadopsi kemasan berkelanjutan sebagai upaya pengurangan dampak lingkungan. Namun, penerapan kemasan berkelanjutan belum tentu secara langsung membentuk niat pembelian konsumen. Penelitian ini bertujuan untuk menganalisis pengaruh persepsi nilai, sikap, dan kepedulian lingkungan terhadap niat pembelian produk dengan kemasan berkelanjutan dengan kepercayaan sebagai variabel mediasi. Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian eksplanasi. Populasi penelitian adalah konsumen produk *skincare* The Body Shop di Kota Bandar Lampung, dengan teknik pengambilan sampel *non-probability sampling* menggunakan metode *purposive sampling* sebanyak 97 responden. Analisis data dilakukan menggunakan *Partial Least Square* (PLS) melalui pengujian *outer model*, *inner model*, dan uji hipotesis. Hasil penelitian menunjukkan bahwa persepsi nilai, sikap, dan kepedulian lingkungan tidak berpengaruh signifikan terhadap niat pembelian. Sementara itu, kepercayaan berpengaruh positif dan signifikan terhadap niat pembelian serta mampu memediasi hubungan antara persepsi nilai, sikap, dan kepedulian lingkungan terhadap niat pembelian produk dengan kemasan berkelanjutan.

**Kata kunci:** Persepsi Nilai, Sikap, Kepedulian Lingkungan, Kepercayaan, Niat Pembelian.

## ABSTRACT

### ***THE INFLUENCE OF PERCEIVED VALUE, ATTITUDE, AND ENVIRONMENTAL CONCERN ON PURCHASE INTENTION TOWARDS SUSTAINABLE PACKAGING WITH TRUST AS A MEDIATING VARIABLE (STUDY ON SKINCARE CUSTOMERS IN BANDAR LAMPUNG)***

***By***

**LEONI SANDHI SEKARSARI**

*The increasing volume of plastic waste, particularly in the fast-moving consumer goods (FMCG) sector such as skincare products, has encouraged companies to adopt sustainable packaging as an effort to reduce environmental impacts. However, the implementation of sustainable packaging does not necessarily lead directly to consumers' purchase intention. This study aims to analyze the influence of perceived value, attitude, and environmental concern on purchase intention toward products with sustainable packaging, with trust as a mediating variable. This research employs a quantitative approach with an explanatory research design. The population of this study consists of consumers of The Body Shop skincare products in Bandar Lampung, with a sample of 97 respondents selected using non-probability sampling through a purposive sampling method. Data analysis was conducted using Partial Least Squares (PLS), including outer model testing, inner model testing, and hypothesis testing. The results indicate that perceived value, attitude, and environmental concern do not have a significant direct effect on purchase intention. Meanwhile, trust has a positive and significant effect on purchase intention and is able to mediate the relationship between perceived value, attitude, and environmental concern on purchase intention toward sustainable packaging*

***Keywords:*** *Perceived Value, Attitude, Environmental Concern, Trust, Purchase Intention.*