

ABSTRAK

PENGARUH PERSEPSI *GREENWASHING* TERHADAP *NEGATIVE ELECTRONIC WORD OF MOUTH* MELALUI *GREEN SKEPTICISM* PADA PRODUK *SKINCARE* RAMAH LINGKUNGAN

Oleh

NOVIA ARDILA

Penelitian ini bertujuan untuk menganalisis pengaruh persepsi *greenwashing* terhadap *negative electronic word of mouth* melalui *green skepticism* pada produk *skincare* ramah lingkungan. Penelitian menggunakan pendekatan kuantitatif dengan metode survey terhadap 100 responden pengguna produk *skincare* ramah lingkungan merek Innisfree yang aktif menggunakan media sosial dan mengetahui isu “*helo i’m paper bottle*”. Pengambilan sampel dilakukan dengan teknik *non-probability sampling*, lalu pengumpulan data pakai kuesioner *online* yaitu *skala likert* lima poin sedangkan analisis data menggunakan *structural equation modeling-partial least square* (SEM-PLS). Hasil penelitian menunjukkan bahwa persepsi *greenwashing* berpengaruh signifikan terhadap *green skepticism*, serta *green skepticism* berpengaruh signifikan terhadap *negative electronic word of mouth*. Namun, persepsi *greenwashing* tidak berpengaruh signifikan secara langsung terhadap *negative electronic word of mouth*, melainkan berpengaruh secara tidak langsung melalui *green skepticism* sebagai variabel mediasi. Temuan ini menunjukkan bahwa *skeptis* konsumen terhadap klaim ramah lingkungan menjadi faktor utama dalam mendorong munculnya ulasan negatif di media sosial.

Kata Kunci: Persepsi *Greenwashing*, *Green Skepticism*, *Negative Electronic Word Of Mouth*, *Skincare* Ramah Lingkungan, Klaim Ramah Lingkungan.

.

ABSTRACT

THE EFFECT OF GREENWASHING PERCEPTION ON NEGATIVE ELECTRONIC WORD OF MOUTH THROUGH GREEN SKEPTICISM IN ENVIRONMENTALLY FRIENDLY SKINCARE PRODUCTS

By

NOVIA ARDILA

This study aims to analyze the effect of greenwashing perceptions on negative electronic word of mouth through green skepticism in environmentally friendly skincare products. The study uses a quantitative approach with a survey method of 100 respondents who are users of environmentally friendly skincare products from the Innisfree brand who actively use social media and are aware of the “helo i'm paper bottle” issue. Sampling was conducted using non-probability sampling techniques, then data collection was carried out using an online questionnaire, namely a five-point Likert scale, while data analysis was performed using structural equation modeling-partial least squares (SEM-PLS). The results showed that the perception of greenwashing had a significant effect on green skepticism, and green skepticism had a significant effect on negative electronic word of mouth. However, perceptions of greenwashing do not significantly influence negative electronic word of mouth directly, but rather indirectly through green skepticism as a mediating variable. These findings indicate that consumer skepticism towards environmentally friendly claims is a major factor in driving negative reviews on social media.

Keywords: Greenwashing Perception, Green Skepticism, Negative Electronic Word of Mouth, Environmentally Friendly Skincare, Environmental Claims.