

ABSTRAK

Skripsi dengan judul “Pengaruh *Green Product* dan Kesadaran Lingkungan Terhadap Minat Beli Produk kosmetik Perawatan Kulit” ditulis oleh Moh. Afrizal Nur Cahya Aditya, NIM. 126405212115, Program Studi Manajemen Bisnis Syariah, Fakultas Ekonomi dan Bisnis Islam, UIN Sayyid Ali Rahmatullah Tulungagung dengan Dosen Pembimbing Bapak Fatwa Adma Khoiri, M.Sc.

Kata Kunci: *Green Product*, Kesadaran Lingkungan, Minat Beli

Pertumbuhan industri kosmetik perawatan kulit yang pesat diiringi dengan meningkatnya kesadaran akan dampak lingkungan mendorong konsumen untuk lebih selektif dalam memilih produk ramah lingkungan. Produk dengan klaim *green product* mulai banyak bermunculan membuat minat beli konsumen terhadap produk masih rendah. Peneliti bertujuan untuk menguji pengaruh *green product* dan kesadaran lingkungan terhadap minat beli produk kosmetik perawatan kulit. Kedua variabel dipilih karena temuan penelitian sebelumnya menunjukkan hasil yang inkonsisten. Penelitian ini penting untuk memberikan pemahaman empiris terkait faktor-faktor yang memengaruhi keputusan konsumen dalam memilih produk ramah lingkungan yang khususnya pada industri kosmetik perawatan kulit.

Tujuan dari penelitian ini adalah untuk (1) Menguji pengaruh positif *green product* terhadap minat beli produk kosmetik perawatan kulit (2) Menguji pengaruh positif kesadaran lingkungan terhadap minat beli produk kosmetik perawatan kulit (3) Menguji pengaruh *green product* dan kesadaran lingkungan secara simultan terhadap minat beli produk kosmetik perawatan kulit.

Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif di mana data diperoleh melalui kuesioner daring yang disebarkan kepada 150 responden yang pernah menggunakan produk kosmetik ramah lingkungan. Analisis data dilakukan menggunakan regresi linier berganda.

Hasil penelitian menunjukkan bahwa (1) variabel *green product* berpengaruh positif dan signifikan terhadap minat beli produk kosmetik perawatan kulit. (2) variabel kesadaran lingkungan berpengaruh positif dan signifikan terhadap minat beli produk kosmetik perawatan kulit. (3) variabel *green product* dan kesadaran lingkungan secara simultan berpengaruh signifikan terhadap minat beli produk kosmetik perawatan kulit.

ABSTRACT

Thesis entitled "The Influence of Green Products and Environmental Awareness on Purchase Interest of Skin Care Cosmetic Products" was written by Moh. Afrizal Nur Cahya Aditya, NIM. 126405212115, Sharia Business Management Study Program, Faculty of Islamic Economics and Business, UIN Sayyid Ali Rahmatullah Tulungagung with Supervisor Mr. Fatwa Adma Khoiri, M.Sc.

Keywords: Green Product, Environmental Awareness, Purchase Interest

The rapid growth of the skin care cosmetic industry accompanied by increasing awareness of environmental impacts encourages consumers to be more selective in choosing environmentally friendly products. Products with green product claims have begun to emerge, making consumer purchasing interest in products still low. The study aims to test the influence of green products and environmental awareness on purchase interest of skin care cosmetic products. Both variables were chosen because previous research findings showed inconsistent results. This study is important to provide empirical understanding of the factors that influence consumer decisions in choosing environmentally friendly products, especially in the skin care cosmetic industry.

The purpose of this study was to (1) Test the positive influence of green products on the interest in purchasing skin care cosmetic products (2) Test the positive influence of environmental awareness on the interest in purchasing skin care cosmetic products (3) Test the influence of green products and environmental awareness simultaneously on the interest in purchasing skin care cosmetic products.

This study uses a quantitative approach with an associative research type where data is obtained through an online questionnaire distributed to 150 respondents who have used environmentally friendly cosmetic products. Data analysis was carried out using multiple linear regression.

The results of the study indicate that (1) the green product variable has a positive and significant effect on the interest in purchasing skin care cosmetic products. (2) the environmental awareness variable has a positive and significant effect on the interest in purchasing skin care cosmetic products. (3) the green product and environmental awareness variables simultaneously have a significant effect on the interest in purchasing skin care cosmetic products.