

THE INFLUENCE OF GREEN CONSUMERISM AND GREEN PACKAGING ON GREEN PURCHASE INTENTION OF INNISFREE SKINCARE IN JAKARTA AND SEOUL

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ABSTRACT

HAIKAL FABIAN. The Influence of Green Consumerism and Green Packaging on Green Purchase Intention of Innisfree Skincare in Jakarta and Seoul. Supervised by HARDIANA WIDYASTUTI.

Growing environmental concerns have encouraged skincare companies to adopt sustainability initiatives. However, despite being recognized as one of the leading sustainable skincare brands, Innisfree has experienced declining business performance in recent years. This study aims to analyze the influence of green consumerism and green packaging on green purchase intention of Innisfree skincare among consumers in Jakarta and Seoul. Research data were collected from 231 respondents and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results indicate that green consumerism significantly influences green purchase intention in Seoul but has no significant influence in Jakarta. Meanwhile, green packaging has a significant positive influence on green purchase intention in both Jakarta and Seoul, with a stronger effect observed in Jakarta. These findings suggest that sustainability strategies should be tailored to consumer characteristics in each research location to enhance green purchase intention.

Keywords: green consumerism, green packaging, green purchase intention, Innisfree, PLS-SEM

ABSTRAK

HAIKAL FABIAN Pengaruh Green Consumerism dan Green Packaging terhadap Green Purchase Intention Produk Skincare Innisfree di Jakarta dan Seoul. Dibimbing oleh HARDIANA WIDYASTUTI.

Meningkatnya kepedulian terhadap lingkungan telah mendorong perusahaan skincare untuk menerapkan berbagai inisiatif keberlanjutan. Meskipun dikenal sebagai salah satu merek skincare berkelanjutan terkemuka, Innisfree mengalami penurunan kinerja bisnis dalam beberapa tahun terakhir. Penelitian ini bertujuan menganalisis pengaruh green consumerism dan green packaging terhadap green purchase intention produk skincare Innisfree pada konsumen di Jakarta dan Seoul. Data penelitian dikumpulkan dari 231 responden dan dianalisis menggunakan metode Partial Least Squares Structural Equation Modeling (PLS-SEM). Hasil penelitian menunjukkan bahwa green consumerism berpengaruh signifikan terhadap green purchase intention di Seoul, tetapi tidak berpengaruh signifikan di Jakarta. Sementara itu, green packaging berpengaruh positif signifikan terhadap green purchase intention di Jakarta maupun Seoul, dengan pengaruh yang lebih kuat di Jakarta. Temuan ini menunjukkan bahwa strategi keberlanjutan perlu disesuaikan dengan karakteristik konsumen di masing-masing lokasi penelitian untuk meningkatkan green purchase intention.

Kata kunci: green consumerism, green packaging, green purchase intention, Innisfree, PLS-SEM.



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THE INFLUENCE OF GREEN CONSUMERISM AND GREEN PACKAGING ON GREEN PURCHASE INTENTION OF INNISFREE SKINCARE IN JAKARTA AND SEOUL

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as a partial requirement to obtain the degree of Bachelor of
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