

Environmental Concern and Health Consciousness Towards The Purchase Intention of Sensatia Botanicals

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Abstract

This research is a descriptive quantitative study that was conducted with the aim of knowing, analyzing and proving the influence between environmental concern and health consciousness with the purchase intention of Sensatia Botanicals' green skincare product. The data analysis technique used is descriptive and inferential analysis technique using software SmartPLS and Microsoft Office Excel. The sampling was carried out using the Malhotra formula with the calculation results of 55 respondents. Based on the test results data, the results obtained are (1) Environmental Concern and Health Consciousness variables have a contribution of 44.1% to Purchase Intention while the remaining 55.9% comes from the influence of other variables. (2) Environmental Concern has a positive and significant effect on Purchase Intention by 68.8%, (3) Health Consciousness has no positive and significant effect on Purchase Intention.

Keywords: *Environmental Concern, Health Consciousness, Purchase Intentions, Green Skincare Product*

***Environmental Concern* dan *Health Consciousness* Terhadap Minat Beli Sensatia Botanicals**

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Abstrak

Penelitian ini merupakan penelitian kuantitatif deskriptif yang dilakukan dengan tujuan untuk mengetahui, menganalisis dan membuktikan adanya pengaruh antara *environmental concern* dan *health consciousness* dengan minat beli green skincare product Sensatia Botanicals. Teknik analisis data yang digunakan adalah teknik analisis deskriptif dan inferensial melalui software *SmartPLS* dan *Microsoft Office Excel*. Pengambilan sampel dilakukan dengan menggunakan rumus Malhotra dengan hasil perhitungan sebanyak 55 responden. Berdasarkan data hasil pengujian, maka diperoleh hasil yaitu (1) Variabel *Environmental Concern* dan *Health Consciousness* memiliki kontribusi sebesar 44,1% terhadap Minat Beli sedangkan sisanya yaitu sebesar 55,9% berasal dari pengaruh variabel lain. (2) *Environmental Concern* berpengaruh secara positif dan signifikan terhadap Minat Beli sebesar 68,8%, (3) *Health Consciousness* tidak berpengaruh secara positif dan signifikan terhadap Minat Beli.

Kata Kunci: *Environmental Concern, Health Consciousness, Minat Beli, Green Skincare Product*