

**PENGARUH ATRIBUT PRODUK HIJAU, CITRA MEREK, DAN
CELEBRITY ENDORSEMENT TERHADAP KEPUTUSAN PEMBELIAN
PRODUK THE BODY SHOP**

ABSTRAK

Pengamatan berikut bermaksud untuk mengamati pengaruh atribut produk hijau, citra merek, dan celebrity endorsement terhadap keputusan pembelian produk The Body Shop. Pengamatan dilaksanakan dengan memakai pendekatan kuantitatif serta data primer dan sekunder. Teknik sampling yang dipakai ialah *purposive sampling*, dengan 100 responden yang mengetahui produk The Body Shop menjadi sampel. Data dikumpulkan melalui studi literatur serta survei dengan angket. Metode analisis yang dipakai meliputi regresi berganda, uji validitas dan reliabilitas, uji asumsi klasik, serta uji hipotesis. Hasil penelitian memperlihatkan bahwa (1) atribut produk hijau berpengaruh positif dan signifikan terhadap keputusan pembelian, (2) citra merek tidak berpengaruh signifikan terhadap keputusan pembelian, serta (3) *celebrity endorsement* berpengaruh positif dan signifikan terhadap keputusan pembelian produk The Body Shop.

Kata kunci: Atribut Produk Hijau, Citra Merek, *Celebrity Endorsement*, Keputusan Pembelian

***THE EFFECT OF GREEN PRODUCT ATTRIBUTES, BRAND IMAGE,
AND CELEBRITY ENDORSEMENT ON THE PURCHASE DECISION OF
THE BODY SHOP PRODUCTS***

ABSTRACT

The following observation aims to observe the influence of green product attributes, brand image, and celebrity endorsement on the purchase decision of The Body Shop products. The observation was carried out using a quantitative approach and primary and secondary data. The sampling technique used was purposive sampling, with 100 respondents who knew The Body Shop products as samples. Data were collected through literature studies and surveys with questionnaires. The analysis methods used included multiple regression, validity and reliability tests, classical assumption tests, and hypothesis tests. The results of the study showed that (1) green product attributes had a positive and significant effect on purchasing decisions, (2) brand image did not have a significant effect on purchasing decisions, and (3) celebrity endorsement had a positive and significant effect on purchasing decisions of The Body Shop products.

Keywords: *Green Product Attributes, Brand Image, Celebrity Endorsement, Purchase Decision*