

# **PENGARUH PRODUK RAMAH LINGKUNGAN THE BODY SHOP TERHADAP KEPUTUSAN PEMBELIAN**

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## **ABSTRAK**

Peningkatan kesadaran produsen dan konsumen terhadap isu lingkungan telah mengakibatkan semakin banyaknya produk ramah lingkungan di pasar. Sebagai produk yang semakin dibutuhkan konsumen, kosmetik ramah lingkungan sudah tersedia di pasar untuk memberikan lebih banyak pilihan kepada konsumen yang tidak hanya ingin memenuhi kebutuhan atas produk kosmetik tetapi juga atas kepedulian terhadap kelestarian lingkungan. Penelitian kuantitatif kausal ini bertujuan untuk menganalisis pengaruh *Brand Image*, *Company Image*, *Word of Mouth* terhadap keputusan pembelian The Body Shop. Pengumpulan data primer dilakukan dengan penyebaran kuesioner. Sampel penelitian ini terdiri dari 101 responden yang pernah membeli produk The Body Shop selama 6 bulan terakhir. Hasil uji instrumen menyatakan bahwa semua item valid dan reliabel. Hasil uji asumsi klasik menyatakan bahwa data terdistribusi normal, bebas multikolinieritas, autokorelasi dan heteroskedastisitas. Hasil Uji Regresi Linear Berganda membuktikan bahwa: (1) *Brand image* tidak berpengaruh signifikan terhadap keputusan pembelian, (2) *Company Image* berpengaruh signifikan terhadap keputusan pembelian, (3) *Word of Mouth* berpengaruh signifikan terhadap keputusan pembelian.

Kata Kunci: Produk Ramah Lingkungan, *Brand Image*, *Company Image*, *Word of Mouth*, Keputusan Pembelian

# **THE EFFECT OF ENVIRONMENTAL FRIENDLY PRODUCTS THE BODY SHOP ON PURCHASE DECISION**

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## **ABSTRACT**

Increased awareness of producers and consumers of environmental issues has resulted in an increasing number of environmentally friendly products in the market. As a product that is increasingly needed by consumers, environmentally friendly cosmetics are available in the market to provide more choices to consumers who not only want to meet the needs of cosmetic products but also for environmental concerns. This causal quantitative research aims to analyze the influence of Brand Image, Company Image, Words of Mouth on the Purchase Decision of The Body Shop. Primary data collection is done by distributing questionnaires. The sample of this study consisted of 101 respondents who had bought The Body Shop products for the past 6 months. The instrument test results state that all items are valid and reliable. The classical assumption test results state that the data are normally distributed, free of multicollinearity, autocorrelation and heteroscedasticity. The results of Multiple Linear Regression Tests prove that: (1) Brand image has no significant effect on purchasing decisions, (2) Company Image has a significant effect on purchasing decisions, (3) Words of Mouth has a significant effect on purchasing decisions.

**Keywords: Environmental Friendly Product, Brand Image, Company Image, Word of Mouth, Purchase Decision**