

ABSTRACT

The rapid development of the era brings a lot of impacts on the environment. Cosmetics is one of the various products that still use raw materials that are not environmentally friendly and have the potential to cause an increase in environmental pollution due to production waste and waste that comes from the use of products that have been used up. Almost all attributes of daily cosmetic products produce various types of waste. Consciousness of environmental conditions and knowledge of green products make people tend to be aware of choosing environmentally friendly cosmetic products to reduce the impact of environmental damage. The Body Shop is a cosmetic company that strives to preserve the environment both in the production process and in the green product and product attributes it produces. Although green products are one of the best alternatives in reducing the threat of environmental damage, public skepticism towards green products is still a form of public distrust of the contribution of green products to the environment. The impact of these various conditions makes people's attitudes tend to have differences which are the background of satisfaction with the performance of the green products they have used.

This study begins by developing a research framework by analyzing the relationship between skepticism towards green products, knowledge about green products, and environmental awareness on attitude and satisfaction. In this study, gender is a form of moderation to find out how it affects the variables that have been described. A total of 200 respondents who are consumers of The Body Shop products in Semarang city are the samples in this study. Data derived from questionnaire answers consisting of 33 closed questions were processed using the structural equation modeling (SEM) method with the WarpPLS version 8.0 program.

Based on the results of this study indicate that skepticism towards green products has a significant negative effect on attitude, knowledge of green products has a significant positive effect on attitude, environmental consciousness has a significant positive effect on attitude, attitude has a significant positive effect on satisfaction, gender is unable moderate the effect of skepticism on green products on attitude, but can moderate the influence between knowledge of green products, and environmental consciousness on attitude. It is hoped that the results of the managerial implications in this study can be a suggestion for improvement for The Body Shop to increase their customer satisfaction.

Keywords: skepticism, knowledge, green product, environmental consciousness, attitude, and satisfaction.