

## **ABSTRACT**

*Industry cosmetics is an industry that is starting to grow rapidly and is in great demand by the public in buying national and international cosmetic products. In Indonesia, the growth rate of the cosmetics industry is growing very rapidly. Some environmental problems, such as global warming which resulted in the earth's surface starting to warm and the atmosphere becoming lower, so that people began to realize the importance of protecting the environment. As a result, they began to look for ways to protect the future of the Earth, especially for Gen Y and Gen Z, who will be the economic actors in the future. The purpose of this research will focus on how LOHAS Consumption Tendency influences Green Attitude and Consumer Trust and its influence on Purchase Intention, especially in Gen Y and Gen Z.*

*This study develops a research framework based on multiple factor theory and SOR theory from previous research. This research framework is used to analyze the relationship between LOHAS Consumption Tendency, Consumer Trust, Green Attitude, and Purchase Intention. The sampling technique used in this study was a non-probability sampling technique using purposive sampling technique. The data collection process involved 112 respondents with an open and closed-ended questionnaire format relating to personal information. Aged between 17 until 42 years old, Gen Y and Gen Z respondents in this survey used cosmetic products for at least one year. Furthermore, the data was analyzed quantitatively and structurally using Structural Equation Modeling (SEM), assisted by the Analysis Moment of Structural (AMOS 24) program.*

*The results of the analysis show that, LOHAS Consumption Tendency has a positive and significant impact on Consumer Trust and Green Attitude, Consumer Trust also has a positive impact on one's Green Attitude, and Consumer Trust and Green Attitude can also increase one's Purchase Intention to buy sustainable beauty products. In addition, Consumer Trust and Green Attitude show that they can mediate LOHAS Consumption Tendency. Therefore, each hypothesis discussed in this study is recognized. It is hoped that the research findings and their management implications will help the beauty industry switch or develop eco-friendly beauty products in the future.*

**Keywords:** *LOHAS Consumption Tendency, Consumer Trust, Green Attitude, Sustainable Beauty Industry, Purchase Intention, Gen Y and Gen Z Consumption Tendency*