

ABSTRACT

This study aims to identify the impact of electronic word of mouth and environmental concerns on purchase intention and consumer engagement (Study on The Body Shop Semarang). This study used 136 respondents of The Body Shop consumers in Semarang. The technique used was non-random purposive sampling. The data collection method uses a questionnaire by distributing google forms, then distributing them online. Hypothesis testing in this study uses Structural Equation Modeling (SEM) using the third version of PLS, better known as partial least square.

This study found that electronic word of mouth has a positive impact on consumer engagement. Environmental concerns have a positive impact on consumer engagement. Then consumer engagement has a positive impact on purchase intentions. Electronic word of mouth has a positive impact on purchase intentions. And concern for the environment has a positive impact on the purchase intention of The Body Shop consumers.

Keywords: *Electronic word of mouth, environmental concern, consumer engagement, purchase intention.*