

ABSTRACT

Green consumption by the community can be an effective way to minimize negative impacts on the environment. Research related to consumer behavior in consuming environmentally friendly products in developing countries such as Indonesia is very little and rarely. Considering this, researchers in this study have tried to understand consumer behavior to buy environmentally friendly products in the context of developing countries such as Indonesia.

Based on the gaps phenomenon above, this study aims to analyze what factors influence consumer purchasing behavior on environmentally friendly products. And in this study using the Theory of Planned Behavior (TPB) variable and then expanding the Theory of Planned Behavior using additional variables, namely perceived value and willingness to pay and consumer buying intention as intervening variables.

The population used in this study were female consumers of The Body Shop who are domiciled in Semarang aged 20-60 years and purchased The Body Shop products at the Citraland Semarang for more than 3 months. The number of samples used in this study were 150 respondents. The method of data collection is done through a questionnaire. This research uses Structural Equation Modeling (SEM) analysis technique using AMOS 24.0 analysis tool.

The test results using Structural Equation Modeling (SEM) analysis techniques indicate that the model is not in accordance with population data. While the hypothesis testing shows that four hypotheses from six hypotheses can be accepted and proven in this study, namely attitudes, subjective norms, and willingness to pay affect consumer buying intention and consumer buying intention influence consumer buying behavior. And the two hypotheses rejected in this study are subjective norms and values that are assessed do not have an influence on consumer buying interest.

Keywords: Theory of Planned Behavior, Perceived Value, Willingness to Pay, Consumer Buying Intention, Consumer Purchasing Behavior.