

ABSTRACT

Global warming which is getting worse pushes and moves the hearts of people to be more concerned about the preservation of the earth and the environment. One step that can be done is to consume environmentally friendly products. Research on environmentally friendly purchasing behavior in Indonesia is still small and rare compared to other countries. Considering this, the researcher tries to analyze what factors influence consumers in environmentally friendly purchasing behavior in Indonesia, especially in the city of Semarang.

Based on the above phenomenon, this study aims to analyze the willingness to pay, attitudes, influence between individuals, and knowledge about products on environmentally friendly purchasing behavior. The population used in this study is consumers of The Body Shop who live in the city of Semarang and have made purchases of The Body Shop at least once. The number of samples used in this study was 150 respondents. The data collection method is done through a questionnaire. This research uses *Structural Equation Modeling* (SEM) analysis technique with AMOS Ver.23.0 analysis tool.

The results of this study indicate that willingness to pay and influence between individuals negatively influences buying interest. Attitudes and knowledge about the product have a positive effect on buying interest. Willingness to pay, buying interest, and product knowledge have a positive effect on environmentally friendly purchasing behavior.

Keywords: willingness to pay, attitudes, interpersonal influences, product knowledge, buying interest, environmentally friendly purchasing behavior.