

## **ABSTRACT**

*Awareness of the destruction of natural resources and environmental damage has increased the issue of environmental protection, which in turn has created an eco-friendly consumption trend called green consumerism. The green consumerism trend resulted in the growing need for green products, one of the needs is organic skincare products. However, research on green product purchasing behaviour has less attention in developing countries, including Indonesia, especially research on the behavior of purchasing organic skincare products.*

*Based on that, this research aims to analyse consumers ' purchasing behavior of organic skincare products by using theory of planned behaviour and adding additional variables, such as environmental concern, perceived value and willingness to pay.*

*This research was conducted for consumers of organic skincare products both male and female domiciled in Semarang. The number of samples in this study were 200 respondents. With the method of collecting data through questionnaires and sampling methods in this study is non probability sampling with purposive sampling techniques. The analytical tools used in this study are Structural Equation Modelling (SEM).*

*The results of this research show that environmental concern, perceived value, willingness to pay, attitudes, and perceived behavioral control has positive and significant effect on purchase intention while subjective norms has positive but not significant effect on purchase intention. The results of this study also showed that purchase intention has positive and significant effect on purchasing behaviour.*

*Keywords : Theory of Planned Behaviour, Environmental Concern, Perceived Value, Willingness to Pay, Purchase Intention, Purchase Behaviour.*