

# Pengaruh Innovation Resistance terhadap Eco-Friendly Cosmetic Purchase Intention Brand The Body Shop dengan Environmental Concern dan Health Concern sebagai Variabel Moderasi pada Pembeli Kosmetik di Jabodetabek = The Effect of Innovation Resistance on Eco-friendly Cosmetic Purchase Intention Brand The Body Shop through Environmental Concern and Health Concern as Moderating Variable on Cosmetic Buyer in Jabodetabek

Kyla Zhahra Ravenska, author

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## Abstrak

Berkembangnya industri kosmetik dan kecantikan di Indonesia menyebabkan permintaan konsumen akan kosmetik dan kecantikan meningkat dan memiliki potensi pasar yang luas. The Body Shop merupakan salah satu brand kosmetik dan kecantikan yang memiliki inovasi produk kosmetik eco-friendly di Indonesia. Penelitian ini bertujuan untuk menganalisis pengaruh innovation resistance terhadap eco-friendly cosmetic purchase intention brand The Body Shop melalui environmental concern dan health concern sebagai variabel moderasi pada pembeli kosmetik di Jabodetabek. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik purposive sampling kepada 167 responden melalui pengisian kuesioner secara online di Google Form. Teknik pengukuran pada penelitian ini diperoleh menggunakan SPSS dan SEM-PLS dimana hasil penelitian menunjukkan bahwa innovation resistance berpengaruh positif secara signifikan terhadap purchase intention. Penelitian ini juga mengungkapkan bahwa environmental concern dan health concern sebagai variabel moderasi juga berpengaruh memperkuat secara signifikan terhadap purchase intention pada kosmetik eco-friendly.

.....The development of the cosmetics and beauty industry in Indonesia has increased consumer demand and has a broad market potential for cosmetics and beauty. The Body Shop is a cosmetic and beauty brand that has innovative eco-friendly cosmetic products in Indonesia. This study aims to analyze the effect of innovation resistance on eco-friendly cosmetic purchase intention for the The Body Shop brand through environmental concerns and health concerns as moderating variables for cosmetic buyers in Jabodetabek. This study used a quantitative approach with a purposive sampling technique to 167 respondents by filling out an online questionnaire on the Google Form. The measurement technique in this study was obtained using SPSS and SEM-PLS, where the results showed that innovation resistance had a significant positive effect on purchase intention. This study also reveals that environmental concerns and health concerns as moderating variables also have a significant strengthening effect on purchase intention for eco-friendly cosmetics.