

ABSTRACT

Environmental issues are increasingly being discussed as we realise how important our natural surroundings are to our lives. Over the past few years, environmentalism has reflected consumer support for sustainable consumption. As consumers become aware of environmental issues related to their consumption related to environmental issues, consumers seek to purchase products that are environmentally friendly for the benefit of future generations. The change in consumer behaviour in favour of environmentally friendly and sustainable products is also happening in Indonesia. It is known that the level of approval of Indonesian consumers towards the consumption of sustainable products reached a score of 6.54 (scale of 10). This study aims to determine the relationship between the variables Environmental Concern, Attitude, Subjective Norm, Perceived Behaviour Control, Green Purchase Intention towards Green Cosmetic in Indonesia.

The sample used in this study were consumers who had bought and used green cosmetic products in Indonesia with a total sample size of 300 respondents. This study uses a type of quantitative research with data collection using nonprobability sampling with purposive sampling technique and processed using SmartPLS version 3.9 software.

The results of this study indicate that there is a significant effect on environmental concern on attitude, there is a significant effect on environmental concern on subjective norm, there is a significant effect on environmental concern on perceived behavior control, there is a significant effect on environmental concern on green purchase intention, there is a significant effect on attitude towards green purchase intention, there is a significant effect on subjective norm on green purchase intention, there is a significant effect on perceived behavior concern on green purchase intention, there is a significant effect on environmental concern on green purchase intention through attitude, there is a significant effect on environmental concern on green purchase intention through subjective norm, there is a significant effect on environmental concern on green purchase intention through Perceived Behavior Control.

Key Words: *Environmental Concern, Attitude, Subjective Norm, Perceived Behavior Control, Green Purchase Intention*