PENGARUH *GREEN INNOVATION* DAN *GREEN ADVERTISING* *TERHADAP GREEN PURCHASE DECISION*PADA PRODUK THE BODY SHOP DI KOTA BANDUNG

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ABSTRAK

The Body Shop merupakan perusahaan yang bergerak di bidang produk kecantikan dan perawatan kulit yang mengusung konsep ramah lingkungan serta mendukung nilai-nilai keberlanjutan. *Green Innovation* mencakup inovasi produk hingga proses produksi yang ramah lingkungan, dan *Green Advertising* berfokus pada iklan promosi yang mendukung nilai-nilai keberlanjutan.Penelitian ini bertujuan untuk menganalisis pengaruh *Green Innovation* dan *Green Advertising* terhadap *Green Purchase Decision* pada produk The Body Shop di Kota Bandung.Penelitian ini menggunakan metode deskriptif dan verifikatif dengan teknik pengambilan sampel *Purposive Sampling* dengan kriteria responden konsumen yang telah membeli dan menggunakan produk The Body Shop di Kota Bandung, Analisis data pada Penelitian ini meliputi uji validitas, uji reliabilitas, uji asumsi klasik, analisis regresi linier berganda, koefisien determinasi, uji F dan uji T. Hasil uji hipotesis pada Penelitian ini menunjukkan bahwa baik *Green Innovation* maupun *Green Advertising* berpengaruh positif dan signifikan terhadap *Green Purchase Decision* pada produk The Body Shop di Kota Bandung.

Kata kunci : *Green Innovation*, *Green Advertising*, *Green Purchase Decision*

THE INFLUENCE OF GREEN INNOVATION AND GREEN ADVERTISING ON GREEN PURCHASE DECISION FOR THE BODY SHOP PRODUCTS IN BANDUNG CITY

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ABSTRACT

*The Body Shop is a company that operates in the beauty and skincare product sector, promoting environmentally friendly concepts and supporting sustainability values. Green Innovation encompasses product innovations and environmentally friendly production processes, while Green Advertising focuses on promotional advertis*ement*s that uphold sustainability values. This research aims to analyze the influence of Green Innovation and Green Advertising on Green Purchase Decisions for The Body Shop products in Bandung City.The study employs descriptive and verificative methods using Purposive Sampling techniques, with respondents being consumers who have purchased and used The Body Shop products in Bandung City. Data analysis includes validity tests, reliability tests, classical assumption tests, multiple linear regression analysis, determination coefficients, F tests, and T tests. The hypothesis testing results indicate that both Green Innovation and Green Advertising have a positive and significant effect on Green Purchase Decisions for The Body Shop products in Bandung City.*

Keywords: Green Innovation, Green Advertising, Green Purchase Decision