

ABSTRACT

These days, the people start to aware about the environmental issues that happened recently. Therefore, they began to finding ways to save the future of the earth especially for the new generations; Gen Y and Gen Z which will be the future economic agents. The aim of this research is to analyze the influence of LOHAS Consumption Tendency towards customer trust and green attitude in sustainable beauty industry specifically in Gen Y and Gen Z.

In order to analyze the relationship between LOHAS Consumption Tendency, Consumer Trust, Green Attitude, and Purchase Intention, the study first begins to develop a research framework based on dual factor theory and SOR theory from prior studies. 162 respondents were used in the data collection process, and a questionnaire format with open-ended and closed-ended questions about personal information was used. In this survey, Gen Y and Gen Z respondents—those between the ages of 15 and 42—who use cosmetic products and comes from a variety of nations are used. The data then analyzed quantitatively and structurally using the Structural Equation Modeling (SEM) method using a tool in the form of the Analysis Moment of Structural (AMOS) program.

From the results of the study, it has been found that LOHAS consumption tendency has a positive and significant effect on green attitude and consumer trust, in addition, consumer trust also has an effect on one's green attitude, while consumer trust and green attitude can significantly increase customer purchase intention, especially in sustainable purchases of beauty products. Besides, consumer trust and green attitude proved that both of them can mediate LOHAS consumption tendency on purchase intention. Therefore, all hypotheses in this study were accepted. It is hoped that the results of the managerial implications of this research can be a suggestion for improvement for the beauty industry in the future so that they can switch or develop environmentally friendly beauty products.

Keywords: *LOHAS Consumption Tendency, Consumer Trust, Green Attitude, Sustainable Beauty Industry, Purchase Intention, Gen Y and Gen Z Consumption Tendency*