

ABSTRACT

The increasing demand for products and services has had significant impacts on the environment. This research evaluates these various impacts. Rapid population growth and urbanization drive massive consumption of natural resources, often exceeding the environment's regenerative capacity. One of the businesses contributing to this environmental impact is the beauty and skincare product industry. This study discusses the emergence of public knowledge about environmentally friendly products and their impact, as well as innovative eco-friendly products that contribute to a sustainable environmental foundation, focusing on Somethinc skincare products.

The research was conducted on consumers with experience purchasing environmentally friendly products, along with those without such experience. reside in Semarang. A total of 130 respondents were used as samples in this study. Data collection was carried out through questionnaires using non-probability sampling methods and purposive sampling techniques, analyzed using Structural Equation Modeling (SEM) with AMOS 25. The results show that environmental knowledge has a significantly positive effect on green trust, green trust affects green WOM and purchase intention, and green WOM has a significantly positive effect on purchase intention.

Keywords: Environmental knowledge, green trust, green WOM, purchase intention

