

ABSTRACT

This study aims to analyze the relationship between environmental attitude and green brand image on green purchase behavior by incorporating willingness to pay as a mediating variable. The conceptual framework of this study is based on the Theory of Planned Behavior (TPB). This research adopts a quantitative approach using a non-probability sampling technique, specifically purposive sampling. The questionnaire distribution resulted in 197 respondents who met the research criteria, namely Generation Z in Indonesia aged at least 17 years old and familiar with Avoskin environmentally friendly skincare products. The collected data were analyzed using the Covariance Based-Structural Equation Modeling (CB-SEM) method with the assistance of IBM AMOS version 26.

The results indicate that environmental attitude and green brand image have positive and significant effects on green purchase behavior. In addition, willingness to pay also exerts a positive and significant influence on green purchase behavior. Furthermore, willingness to pay partially mediates the relationship between environmental attitude and green brand image on green purchase behavior. These findings suggest that environmental attitude, green brand image, and willingness to pay play crucial roles in encouraging consumers in green purchase behavior.

Keyword: Environmental Attitude, Green Brand Image, Willingness to Pay, Green Purchase Behavior

