

ABSTRACT

THE INFLUENCE OF ENVIRONMENTAL CONCERN, SUBJECTIVE NORM, AND PERCEIVED BEHAVIORAL CONTROL ON CONSUMER PURCHASE BEHAVIOR OF GREEN PRODUCT THROUGH PURCHASE INTENTION

(A Case Study Organic Mask on Generation Z)

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This study aims to examine the influence of Environmental Concern, Subjective Norms, and Perceived Behavioral Control on Consumer Purchase Behavior of Green Cosmetics, with Purchase Intention as a mediating variable, focusing on Generation Z in Tangerang Raya. Using a quantitative approach, the study applies purposive sampling, collecting data from 180 respondents through questionnaires. The data were analyzed using Structural Equation Modeling (SEM) with Partial Least Square (PLS) via SmartPLS 3.0 software. The results reveal that Environmental Concern, Subjective Norms, and Perceived Behavioral Control significantly influence Purchase Intention, which in turn significantly affects Consumer Purchase Behavior. Furthermore, Purchase Intention mediates the indirect effects of Environmental Concern, Subjective Norms, and Perceived Behavioral Control on Consumer Purchase Behavior. These findings highlight the importance of fostering environmental awareness and leveraging social and behavioral factors to encourage sustainable purchasing decisions among young consumers.

Keywords: *Environmental Concern, Subjective Norms, Perceived Behavioral Control, Purchase Intention, Consumer Purchase Behavior, Green Cosmetics, Generation Z.*