

**PENGARUH *ECO BRAND* AVOSKIN TERHADAP *GREEN
REPURCHASE INTENTION* DENGAN PERAN MEDIASI
PERCEIVED PRICE PADA KONSUMEN
BEAUTY PRODUCTS DI INDONESIA**

TESIS

Diajukan untuk Memenuhi Sebagian dari Syarat Memperoleh Gelar Magister
pada Program Studi Manajemen



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UNIVERSITAS PENDIDIKAN INDONESIA
2024**

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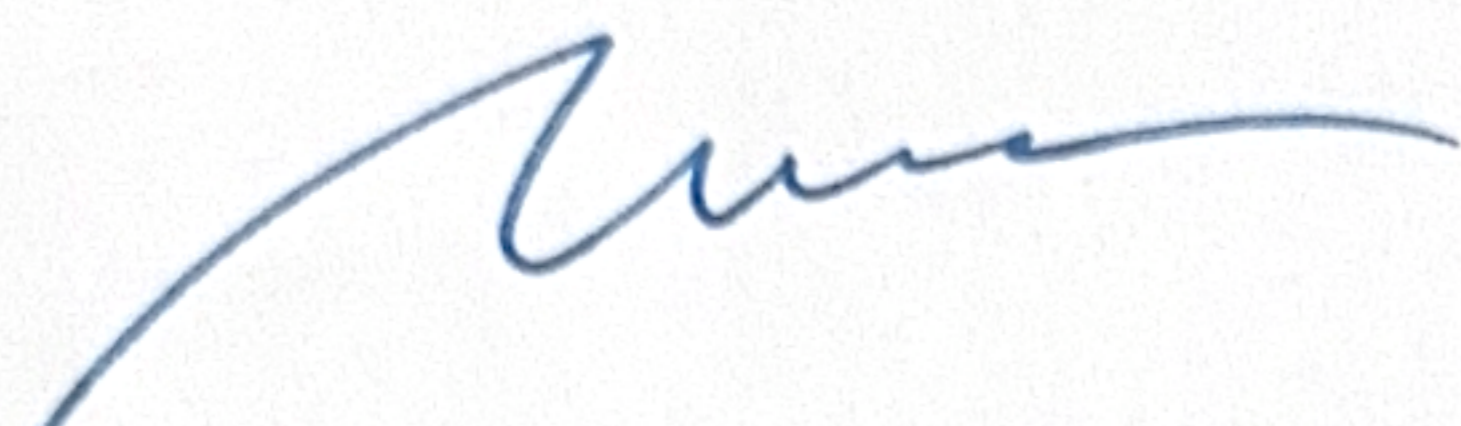
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LEMBAR PENGESAHAN

PENGARUH *ECO BRAND AVOSKIN* TERHADAP *GREEN REPURCHASE INTENTION* DENGAN PERAN MEDIASI *PERCEIVED PRICE* PADA KONSUMEN *BEAUTY PRODUCTS* DI INDONESIA

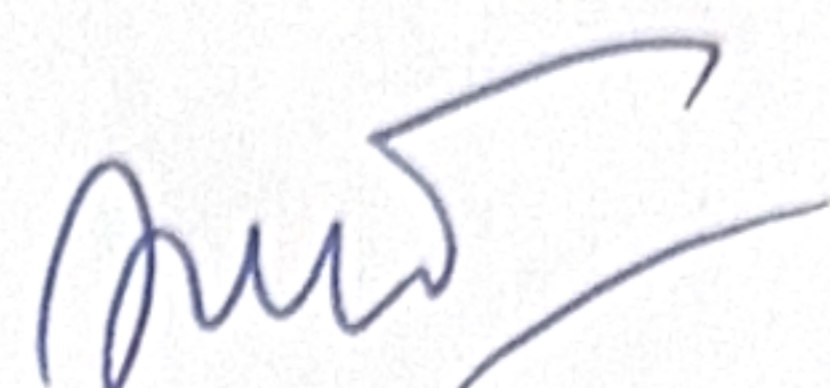
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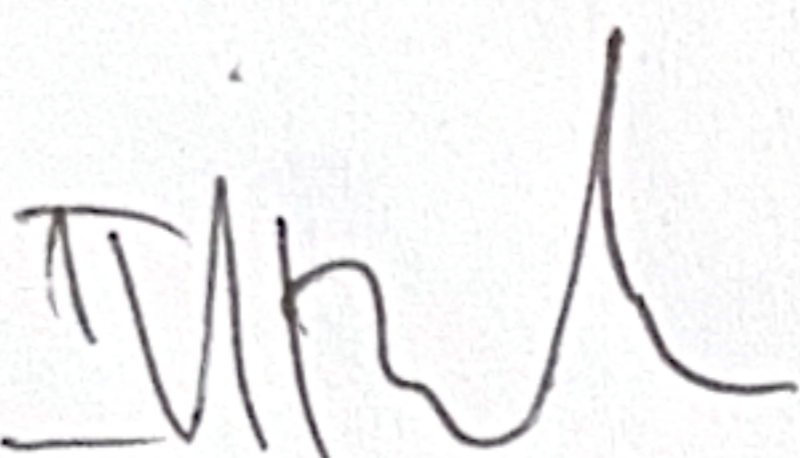
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PERNYATAAN KEASLIAN ISI TESIS

Dengan ini penulis menyatakan bahwa tesis dengan judul “Pengaruh *Eco Brand* terhadap *Green Repurchase Intention* Dimediasi oleh *Perceived Price* Pada Konsumen *Beauty Products* Di Indonesia” beserta seluruh isinya adalah benar-benar karya sendiri tidak melakukan penjiplakan atau pengutipan dengan cara-cara yang tidak sesuai dengan etika keilmuan yang berlaku dalam masyarakat keilmuan.

Atas pernyataan ini saya siap menanggung resiko atau sanksi yang dijatuhkan apabila kemudian adanya pelanggaran terhadap etika keilmuan dalam tesis ini atau ada klaim dari pihak lain terhadap keaslian tesis ini.

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ABSTRAK

Pelangi Puspa Dewanti (2208444) **Pengaruh *Eco Brand* Avoskin terhadap *Green Repurchase Intention* dengan Peran Mediasi *Perceived Price* pada Konsumen *Beauty Products* di Indonesia** dibawah bimbingan Dr. Chairul Furqon, S.Sos.,M.M dan Dr. Ayu Krishna Yulawati, S.Sos., M.M.

Penelitian ini mengkaji dampak eco brand dari Avoskin terhadap niat pembelian ulang hijau (*green repurchase intention*) dengan mempertimbangkan peran *perceived price* sebagai variabel mediasi pada konsumen produk kecantikan di Indonesia. Dalam konteks *eco-branding*, kualitas merek yang ramah lingkungan dan persepsi harga memainkan peran penting dalam membangun loyalitas dan keputusan pembelian ulang konsumen. Penelitian ini menggunakan pendekatan kuantitatif dengan metode deskriptif-verifikatif dan melibatkan 400 responden pengguna produk Avoskin sebagai sampel. Teknik pengambilan sampel dilakukan dengan *purposive sampling*, dan analisis data dilakukan menggunakan *path analysis*. Hasil penelitian menunjukkan bahwa *eco brand* Avoskin memiliki pengaruh positif dan signifikan terhadap niat pembelian ulang hijau. Selain itu, *eco brand* juga memiliki dampak positif dan signifikan terhadap *perceived price*, dan *perceived price* secara positif mempengaruhi niat pembelian ulang hijau. *Perceived price* memediasi hubungan antara *eco brand* dan niat pembelian ulang hijau. Temuan ini menekankan pentingnya *eco brand* dalam meningkatkan niat pembelian ulang, dengan *perceived price* berperan sebagai mediator dalam hubungan tersebut.

Kata kunci: *Eco Brand, Perceived Price, Green Repurchase Intention.*

ABSTRACT

Pelangi Puspa Dewanti (2208444). **The Effect of Avoskin's Eco Brand on Green Repurchase Intention with Perceived Price as a Mediator among Beauty Products Consumers in Indonesia** under the supervision of Dr. Chairul Furqon, S.Sos., M.M., and Dr. Ayu Krishna Yuliawati, S.Sos., M.M.

This study examines the impact of Avoskin's eco brand on green repurchase intention, considering the role of perceived price as a mediating variable among beauty products consumers in Indonesia. In the context of eco-branding, the environmental friendliness of the brand and perceived price play crucial roles in building consumer loyalty and purchase decisions. This research uses a quantitative approach with a descriptive-verification method and involves 400 respondents using Avoskin products as the sample. Sampling was conducted using purposive sampling, and data analysis was performed using path analysis. The results show that Avoskin's eco brand has a positive and significant effect on green repurchase intention. Additionally, the eco brand also has a positive and significant impact on perceived price, and perceived price positively influences green repurchase intention. Perceived price mediates the relationship between eco brand and green repurchase intention. These findings highlight the importance of eco brand in enhancing repurchase intention, with perceived price serving as a mediator in this relationship.

Keywords: Eco Brand, Perceived Price, Green Repurchase Intention.

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