

RINGKASAN

Penelitian ini bertujuan untuk menganalisis pengaruh kepedulian lingkungan dan literasi ekologi terhadap kesediaan konsumen untuk membayar lebih terhadap produk ramah lingkungan, dengan sikap terhadap produk ramah lingkungan sebagai variabel mediasi. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei pada 150 responden konsumen The Body Shop di wilayah Jawa Tengah dan Yogyakarta, yang dipilih melalui teknik *purposive sampling*. Data dianalisis menggunakan *Structural Equation Modeling* (SEM) dengan bantuan AMOS.

Berdasarkan hasil penelitian menunjukkan bahwa: (1) Kepedulian lingkungan berpengaruh positif dan signifikan terhadap sikap terhadap produk ramah lingkungan, (2) Literasi ekologi berpengaruh positif dan signifikan terhadap sikap terhadap produk ramah lingkungan, (3) Kepedulian lingkungan tidak berpengaruh langsung terhadap kesediaan membayar lebih, (4) Literasi ekologi tidak berpengaruh langsung terhadap kesediaan membayar lebih, (5) Sikap terhadap produk ramah lingkungan berpengaruh positif dan signifikan terhadap kesediaan membayar lebih, (6) Sikap terhadap produk ramah lingkungan memediasi secara signifikan pengaruh kepedulian lingkungan terhadap kesediaan membayar lebih, namun ditolak karena syarat uji mediasi belum terpenuhi, (7) Sikap terhadap produk ramah lingkungan memediasi secara signifikan pengaruh literasi ekologi terhadap kesediaan membayar lebih, namun ditolak karena syarat uji mediasi belum terpenuhi.

Penelitian ini memperluas penerapan *Theory of Planned Behavior* (TPB) dalam konteks perilaku konsumen ramah lingkungan. Implikasi praktisnya menekankan pentingnya edukasi dan strategi komunikasi yang menekankan nilai keberlanjutan serta membangun persepsi positif terhadap produk ramah lingkungan, terutama di industri kecantikan. Penelitian ini diharapkan menjadi dasar bagi strategi green marketing dan kebijakan yang mendukung konsumsi produk berkelanjutan.

Kata Kunci: Kepedulian Lingkungan, Literasi Ekologi, Sikap Terhadap Produk ramah lingkungan, Kesediaan Membayar Lebih, *The Body Shop*, *Theory of Planned Behavior*

SUMARRY

This study aims to analyze the influence of environmental concern and ecological literacy on consumers' willingness to pay more for environmentally friendly products, with attitudes toward green products as a mediating variable. A quantitative approach was employed using a survey method with 150 respondents who are consumers of The Body Shop in Central Java and Yogyakarta, selected through purposive sampling. The data were analyzed using Structural Equation Modeling (SEM) with the assistance of AMOS.

The results of the study indicate that: (1) Environmental concern has a positive and significant effect on attitudes toward environmentally friendly products, (2) Ecological literacy has a positive and significant effect on attitudes toward environmentally friendly products, (3) Environmental concern does not have a direct effect on willingness to pay more, (4) Ecological literacy does not have a direct effect on willingness to pay more, (5) Attitudes toward environmentally friendly products have a positive and significant effect on willingness to pay more, (6) Attitudes toward environmentally friendly products significantly mediate the influence of environmental concern on willingness to pay more; however, this mediation is rejected as the prerequisite conditions for mediation testing were not met, (7) Attitudes toward environmentally friendly products significantly mediate the influence of ecological literacy on willingness to pay more; however, this mediation is also rejected due to unmet testing requirements.

This study extends the application of the Theory of Planned Behavior (TPB) in the context of environmentally friendly consumer behavior. Its practical implications highlight the importance of education and communication strategies that emphasize sustainability values and foster positive perceptions of green products, particularly in the beauty industry. This research is expected to serve as a foundation for green marketing strategies and policies that support sustainable consumption.

Keywords: *Environmental Concern, Ecological Literacy, Attitude Toward Green Products, Willingness to Pay More, The Body Shop, Theory of Planned Behavior*