

# Faktor-faktor yang Memengaruhi Kesiediaan Konsumen untuk Membayar Lebih Mahal Kosmetik Ramah Lingkungan di Jakarta

Dini Andrini<sup>1</sup>

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## ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh demografis, *environmental knowledge*, *value*, *attitude*, dan *behavior*, terhadap kesiediaan untuk membayar lebih mahal kosmetik ramah lingkungan di Jakarta. Data dikumpulkan dari 200 responden dengan karakteristik wanita, bertempat tinggal di Jakarta, berusia diatas 20 tahun, dan pengguna kosmetik ramah lingkungan. Pengumpulan data dilakukan dengan survei menggunakan kuesioner terstruktur. Teknik *Non-probability sampling* yaitu *purposive sampling* digunakan untuk mendapatkan sampel penelitian. Hasil penelitian ini menunjukkan bahwa hanya variabel *behavior* yang memengaruhi kesiediaan konsumen membayar lebih mahal produk kosmetik ramah lingkungan di Jakarta. Dari Uji *Chi Square*, disimpulkan bahwa hanya status pernikahan, pengeluaran perbulan, dan pekerjaan yang berhubungan dengan kesiediaan konsumen untuk membayar lebih mahal kosmetik ramah lingkungan di Jakarta. Nilai  $R^2$  sebesar 0,322 menunjukan bahwa *willingness to pay more* dipengaruhi oleh variabel bebas didalam penelitian ini sebesar 32,2%, sementara 67,8% sisanya, dipengaruhi oleh faktor lain selain variabel yang dibahas pada penelitian ini.

**Kata kunci:** *value*, *attitude*, *behavior*, *willingness to pay*, dan *green marketing*

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***Factors that Influence Consumer's Willingness to Pay More for Green Cosmetic  
in Jakarta***

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***ABSTRACT***

*This study aimed to examine the effect of value, attitude, behavior, environmental knowledge, and demographic on consumer's willingness to pay more for green cosmetics in Jakarta. There were 200 respondents with characteristics who were involved in this research, women, lived in Jakarta, above 20 years old, and green cosmetic's user. Data were collected through a survey, which used structured questionnaires. The non-probability sampling technique, purposive sampling was used to withdraw the sample. The results shows that behavior influences consumer's willingness to pay more for green cosmetic in Jakarta. From Chi Square test, it was concluded that only marriage status, expenditure per month, and job status had relationships with customers' willingness to pay more for green cosmetic in Jakarta. The  $R^2$  depicts that behavior effect on willingness to pay more for green cosmetic was 32,2%, hence there were 67,8% other factors which were not measured in this study, which affect consumers' willingness to pay more for green cosmetic in Jakarta.*

**Keywords:** *value, attitude, behavior, willingness to pay, and green marketing*

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