

ABSTRACT

The Effect Of Green Promotion and Green Knowledge to Green Brand Awareness On Customer Of The Body Shop In Tasikmalaya

By:
Novi Sri Pratiwi

Under the Guidance of:
H. Asep Budiman
R. Lucky Radi Rinandiyana

Environmental issues that were being world attention today are showing that people are increasingly aware of the importance to protecting the environment, this was a great opportunity for companies to create products that are environmentally friendly. This research was based on the lack of public knowledge about the environment and the lack of public awareness of the presence of environmental friendly products. For this reason, companies must be able to determine promotion strategies to provide awareness of the environmental issues and environmental friendly products. The purpose of this research was to analyze the effect of Green Promotion and Green Knowledge on Green Brand Awareness. This study was compiled by using a survey method by distributing questionnaires and filled in by consumers of The Body Shop in Tasikmalaya with a non-probability sampling technique of purposive sampling. The analysis tool used is Path Analysis. The results of the study show that green promotion and green knowledge have an influence on green brand awareness.

Keyword : Green Promotion, Green Knowledge, Green Brand Awareness

ABSTRAK

Pengaruh *Green Promotion* dan *Green Knowledge* terhadap *Green Brand Awareness* terhadap Konsumen The Body Shop di Tasikmalaya

Oleh:

Novi Sri Pratiwi

Di bawah Bimbingan:

H. Asep Budiman

R. Lucky Radi Rinandiyana

Isu lingkungan yang menjadi perhatian dunia saat ini semakin menunjukkan bahwa manusia semakin sadar akan pentingnya menjaga lingkungan, hal ini menjadi kesempatan besar bagi perusahaan untuk menciptakan produk ramah lingkungan. Penelitian ini berdasar pada minimnya pengetahuan masyarakat mengenai lingkungan dan kurangnya kesadaran masyarakat atas kehadiran produk ramah lingkungan. Untuk itu, perusahaan harus dapat menentukan strategi promosi untuk memberikan kesadaran akan lingkungan dan produk ramah lingkungan. Tujuan dari penelitian ini adalah untuk menganalisis pengaruh *Green Promotion* dan *Green Knowledge* terhadap *Green Brand Awareness*. Penelitian ini disusun menggunakan metode survey dengan menyebarkan kuisioner yang diisi oleh konsumen The Body Shop di Tasikmalaya dengan teknik *non- probability sampling* jenis *purposive sampling*. Alat analisis yang digunakan adalah *Path Analysis*. Hasil penelitian menunjukkan *Green promotion* dan *green Knowledge* memiliki pengaruh terhadap *green brand awareness*.

Kata Kunci : *Green Promotion, Green Knowledge, Green Brand Awareness*