

CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusion of Research

The purpose of this study was to examine the effect of Environmental Concern, Environmental Knowledge, and Environmental Attitude on Green Purchase Behavior of Consumers of Green Skincare Products in Padang. This research was conducted using a quantitative approach which included collecting primary data obtained from online questionnaires. Questionnaires were distributed through WhatsApp social media groups, direct messages, Instagram using Google Form media which were distributed to Consumers of Green Skincare Products consisting of 140 respondents. In the 7 research hypothesis formulations various tests were carried out such as descriptive analysis, measurement model evaluation (convergent validity, discriminant validity, and reliability test), structural model evaluation (R-Square) and hypothesis testing was carried out using SmartPLS 4.0. After all data has been successfully collected and processed using SmartPLS 4.0 and Microsoft Excel. The following are the conclusions of this study based on the results of data processing that has been done:

1. Environmental Concern has a positive and significant effect on Environmental Attitude among consumers of green skincare products in the city of Padang. This proves that the better the Environmental Concern of Consumers, the more Environmental Attitude of Consumers will also increase.
2. Environmental Knowledge has a positive and significant effect on Environmental Attitude among consumers of green skincare products in the city of Padang. This proves that the better the Environmental Knowledge of Consumers, the more Environmental Attitude of Consumers will also increase.
3. Environmental Attitude has a positive and significant effect on Green Purchase Behavior among consumers of green skincare products in the city of Padang. This proves that the better the Environmental Attitude of

Consumers, the more Green Purchase Behavior of Consumers will also increase.

4. Environmental Concern has a positive and significant effect on Green Purchase Behavior among consumers of green skincare products in the city of Padang. This proves that the better the Environmental Concern of Consumers, the more Green Purchase Behavior of Consumers will also increase.
5. Environmental Knowledge has a positive and significant effect on Green Purchase Behavior among consumers of green skincare products in the city of Padang. This proves that the better the Environmental Knowledge of Consumers, the more Green Purchase Behavior of Consumers will also increase.
6. Environmental Attitude is able to partially mediate the effect of Environmental Concern on Green Purchase Behavior of Consumers of green skincare products in Padang. Attitude can mediate environmental concern for green purchase behavior and it can not. So environmental concerns can affect green purchase behavior directly or indirectly.
7. Environmental Attitude is able to fully mediate the effect of Environmental Knowledge on Green Purchase Behavior of Consumers of green skincare products in Padang. This means that if consumers have problems with environmental attitudes which ultimately affect Knowledge for the environment, it will hinder the formation of innovative Green Purchase Behavior.

5.2 Implications of Research

For further research, the public and readers of this research can be used as material for consideration and a source of information as evaluation material to consider the use of skincare as an environmentally friendly means. Based on the research, it can be concluded that in order to be able to use environmentally friendly facilities, people must have high environmental knowledge in order to have more awareness of the environment. to increase one's environmental knowledge can be by providing

education about the importance of protecting the environment and the dangers of the impact of environmental problems that occur. besides that, from a company that is oriented towards the environment, namely by holding events such as returning plastic bottles and training events about products and the environment. With environmental knowledge, the behavior to use environmentally friendly skin care will increase and can have a significant impact. However, another thing that needs to be developed is environmental awareness and environmental attitudes. Judging from the R square value of 54.8% to consider green buying behavior for environmentally friendly skin care, people can pay attention to environmental awareness, environmental knowledge and environmental attitudes.

5.3 Research Limitations

Based on the research that has been done, the researcher realizes that the research results are not perfect and have limitations. The limitations of this research are as follows:

1. This research only analyzes the direct effect of 4 variables, namely environmental concern, environmental knowledge, and environmental attitude towards green purchase behavior. And the indirect effect between environmental concern and environmental knowledge on green purchase behavior is through environmental attitude.
2. The number of respondents used by researchers was limited, namely only 140 respondents, so it did not describe the entire community using eco-friendly skincare.
3. The objects examined in this study are only users of eco-friendly skincare in the city of Padang, while there are still many users of eco-friendly skincare in Indonesia.

5.4 Research Recommendations

From the limitations of researchers in completing this research, there are several suggestions for further researchers with similar topics, namely as follows:

1. It is hoped that future researchers can add other variables that can influence green purchase behavior that were not examined in this study. For example, subjective norms, perceived behavioral control, environmental consiusness, and environmental awareness with that people will make people aware to protect the environment and switch to using eco-friendly skincare so that the environment is better in the future.
2. It is hoped that future researchers can increase the number of samples that become respondents so that the research results obtained can be better.
3. It is hoped that future researchers can expand and increase data sources, not only quantitative data from questionnaires, but also adding data obtained from other methods such as interviews and so on.

