

**THE INFLUENCE OF CORPORATE SOCIAL RESPONSIBILITY,  
ENVIRONMENTAL CONCERN, APPEARANCE CONSCIOUSNESS, AND  
BRAND IMAGE ON CONSUMER REPURCHASE INTENTION OF THE  
BODY SHOP PRODUCT**

*(The study Case of The Body Shop Consumer in Kota Padang)*

**THESIS**

Submitted as Partial Requirements to Achieve Bachelor's Degree in  
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## **ABSTRACT**

This study aims to examine and analyze the influence of corporate social responsibility, environmental concern, appearance consciousness and brand image on consumer repurchase intention of The Body Shop products with the case study on The Body Shop consumers around Kota Padang. The sampling technique in this study was non probability sampling method. The sample of this study consisted of 171 respondents. Research data processing was carried out using SmartPLS 4.0. The data collection is carried out using a quantitative approach with an online survey technique. The results indicates that corporate social responsibility has a negative and insignificant effect on repurchase intention. Besides, the environmental concern, appearance consciousness and brand image are positively and significantly affect the consumers repurchase intention.

**Keyword:** *corporate social responsibility, environmental concern, appearance consciousness, brand image repurchase intention.*



