

## **ABSTRACT**

Now, the industry in Indonesia is getting more competitive not least in the cosmetic industry. This is evidenced by the proliferation of beauty products both domestically and abroad. One of the cosmetic company in Indonesia that also competing for the market share is Oriflame. As a company which is long enough to compete in the industry, Oriflame always keep trying how to continue to improving the quality of its products and services in an effort to get a share of the cosmetics market in Indonesia.

The purpose of this study was to determine the effect of green marketing awareness and perceived innovation towards buying decision through perceived quality, perceived risk and perceived value Oriflame in Surabaya. The expected benefits of this research is to add contributions to science in the field of management, especially how big the influence of green marketing awareness, perceived innovation, perceived quality, perceived risk and perceived value can increase the buying decision that will ultimately shape the success of the company in the long term.

This study uses a quantitative approach to the analysis technique of Structural Equation Model (SEM) and the AMOS 22.0 software. The questionnaire distributed to 105 respondents in the sample in which the characteristics of respondents which consists of men and women in the age range 18-60 years, consumers who live in Surabaya, bought a product and know that Oriflame using Green Marketing within the 1st time in 3 last month. The sampling method used in this research that is non - probability sampling.

The results showed that green marketing awareness significant negative effect on the perceived quality with regression coefficient of -0.071, green marketing awareness significant negative effect on the perceived risk to the value of regression coefficient of -0.255, green marketing awareness significant negative effect on the perceived value with the value of regression coefficient of -0.110 awareness of green marketing is not significant positive effect on the buying decision with regression coefficient of 0.136, perceived innovation significant positive effect on perceived quality with regression coefficient for 0.788, perceived innovation significant negative effect on perceived risk to the value of the coefficient Regression of -0.386, perceived innovation is not significant positive effect on the perceived value with the value of regression coefficient of 0.051, perceived innovation significant negative effect on the buying decision with regression coefficient of -0.076, perceived quality significant positive effect on perceived value with regression coefficient by 0.646, perceived quality is not significant positive effect on the buying decision with regression coefficient of 0.085, perceived risk significant negative effect on the perceived value with the value of regression coefficient of -0.137, perceived risk significant negative effect on the buying decision with regression coefficient of -0.081, perceived value is significant positive effect on the buying decision with regression coefficient for 0.824.

**Keywords:** **Green Marketing Awareness, Perceived Innovation, Perceived Quality, Perceived Risk, Perceived Value, Buying Decision, Oriflame**