

***ANALYSIS OF MILLENNIAL PURCHASE INTENTION TO COSMETIC  
BEHAVIOR BASED ON FRIENDLY ENVIRONMENT IN BATAM***

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***ABSTRACT***

*The purpose of this study is to find out how much interest the millennial community has in their attentiveness in environmentally friendly products. This research was carried out with great expectations for companies about the importance of protecting the environment by participating in campaigning for environmentally friendly products. With this research, the community and entrepreneurs are expected to reproduce environmentally-based products.*

*This research was carried out by distributing questionnaires to 202 respondents then the data were obtained based on the results of the answer by respondents. The method used in the application of data collection is the judgment sampling method. The sample used as data on this application is respondents from millennial-aged 15-25 years. All questionnaires distributed to 202 respondents can be used for data testing. Testing data using SPSS version 22.0 and Smart PLS 3.0.*

*The results of the study stated that there is a positive relationship between purchase intention and purchase behavior. With consumers' interest in environmentally friendly cosmetics, it can certainly help in the development of other environmentally friendly products. This means that environmentally friendly products have quite gained interest in demand in Batam City.*

***Keywords:*** *Purchase intention, purchase behavior, environmentally friendly cosmetics.*