

ABSTRAK

Kondisi alam yang semakin memburuk belakangan ini membuat isu *sustainability* semakin meningkat. Menanggapi isu *sustainability* tersebut, saat ini banyak industri lokal yang menerapkan *sustainability*. Salah satu industri yang telah banyak menerapkan *sustainability*, yaitu industri kecantikan. Avoskin menjadi salah satu *brand skincare* lokal yang menerapkan *sustainability*. Penelitian ini bertujuan untuk mengetahui pengaruh tingkat *sustainability knowledge* melalui media sosial *instagram* Avoskin terhadap minat beli. Teori yang digunakan adalah *knowledge gap theory*. Metode penelitian dilakukan dengan pendekatan kuantitatif dengan pengambilan data melalui survey kuesioner. Hasil data statistik penelitian ini memperoleh koefisien korelasi 0,487 membuktikan adanya korelasi namun dalam kategori sedang antara tingkat *sustainability knowledge* dengan minat beli. Nilai R-square yang diperoleh sebesar 0,237 menunjukkan bahwa tingkat pengetahuan keberlanjutan memiliki pengaruh terhadap minat beli produk Avoskin. Tingkat *sustainability knowledge* berpengaruh positif dan signifikan terhadap minat beli avoskin namun pengaruhnya relatif kecil. Pendidikan menjadi salah satu faktor penting membentuk *knowledge gap* untuk minat beli.

Kata Kunci: *Sustainability Knowledge, knowledge gap, minat beli, Avoskin*

ABSTRACT

The deteriorating state of the environment in recent times has led to an increasing concern over sustainability. In response to this sustainability issue, many local industries have adopted sustainability practices. One industry that has widely implemented sustainability is the beauty industry. Avoskin is one of the local skincare brands that has adopted sustainability. This study aims to determine the influence of sustainability knowledge through Avoskin's Instagram social media on purchasing interest. The theory used is the knowledge gap theory. The research method was conducted using a quantitative approach with data collection through a questionnaire survey. The statistical results of this study obtained a correlation coefficient of 0.487, proving that there is a correlation, albeit moderate, between the level of sustainability knowledge and purchasing interest. The R-square value obtained of 0.237 indicates that the level of sustainability knowledge has an influence on the purchasing interest of Avoskin products. The level of sustainability knowledge has a positive and significant effect on the purchasing interest of Avoskin, but the influence is relatively small. Education is one of the important factors in forming a knowledge gap for purchasing interest.

Keywords: *Sustainability knowledge, purchasing intention, knowledge gap, Avoskin*