

**PENGARUH *ATTITUDE*, *SUBJECTIVE NORM*,
PERCEIVED BEHAVIORAL CONTROL DAN
ENVIRONMENTAL CONCERN TERHADAP *PURCHASE INTENTION* PADA
GREEN PRODUCT TUMBLER DI SURABAYA :
PENDEKATAN TPB (*THEORY OF PLANNED BEHAVIOR*)**

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ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh *attitude*, *subjective norm* dan *environmental concern terhadap purchase intention pada green product tumbler di Surabaya*. Sampel yang digunakan dalam penelitian ini melibatkan 263 responden Penelitian ini menggunakan metode kuantitatif dengan menggunakan SEM (*Structural Equation Model*) melalui *software* AMOS 22.0. Hasil penelitian menunjukkan bahwa *attitude*, *subjective norm* dan *perceived behavioral control* berpengaruh positif signifikan terhadap *purchase intention* konsumen produk ramah lingkungan tumbler di Surabaya, *environmental concern* tidak berpengaruh terhadap *purchase intention* konsumen produk ramah lingkungan tumbler di Surabaya. Terdapat hasil penelitian yang menunjukkan tidak terjadinya pengaruh yaitu *enviromental concern* tidak berpengaruh terhadap *purchase intention* konsumen produk ramah lingkungan tumbler di Surabaya.

Kata kunci: *attitude*, *subjective norm*, *perceived behavioral control*, *purchase intention*, *green product*

***THE INFLUENCE OF ATTITUDE, SUBJECTIVE NORM,
PERCEIVED BEHAVIORAL CONTROL AND
ENVIRONMENTAL CONCERN ON PURCHASE INTENTION
ON GREEN PRODUCT TUMBLERS IN SURABAYA :
TPB APPROACH (THEORY OF PLANNED BEHAVIOR)***

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ABSTRACT

This study aims to examine the influence subjective norm and environmental concern on purchase intention of green product tumbler in Surabaya. The sample used in this study involved 263 respondents. The study used quantitative methods using SEM (Structural Equation Model) through AMOS 22.0. The result showed that attitude, subjective norm and perceived behavioral control had a significant positive effect on purchase intention of green product tumbler in Surabaya, meanwhile environmental concern has no effect on purchase intention of green product tumbler in Surabaya. There are research result that show no effect, namely enviromental concern has on effect on purchase intention of green product tumbler in Surabaya.

Keywords: attitude, subjective norm, perceived behavioral control, purchase intention, green product