

FAKTOR – FAKTOR YANG MEMENGARUHI MINAT BELI
***AUTHENTIC GREEN FURNITURE* IKEA ALAM SUTERA**

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh *Theory of Planned Behaviour*, *Environmental Consciousness*, *Past Experience*, *Physical Health Concern* Terhadap *Purchase Intention* di Perusahaan IKEA Alam Sutera. Pengelolaan data dilakukan menggunakan SEM (*Structural Equation Modeling*) dengan software SPSS 24 dan AMOS 22. Data yang digunakan dalam penelitian ini adalah data primer yang diperoleh dari penyebaran kuesioner. Sampel yang digunakan pada penelitian ini sebanyak 160 responden. Teknik pengambilan sampel penelitian ini adalah *non probability* sampling. Hasil dari penelitian ini menunjukkan bahwa adanya pengaruh positif terhadap *Attitude*, *Subjective Norm*, *Perceived Behavior Control*, *Past Experience*, *Physical Health Concern* Terhadap *Purchase Intention*. Namun *Environmental Consciousness* tidak berpengaruh positif terhadap *Purchase Intention*.

Kata kunci : teori perilaku terencana, niat beli, kesadaran lingkungan, pengalaman masa lalu, urusan kesehatan fisik.

***FACTORS THAT INFLUENCE PURCHASE INTENTION AUTHENTIC
GREEN FURNITURE IN IKEA ALAM SUTERA***

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ABSTRACT

The purpose of this study aims to determine and analyze the effect of Theory of Planned Behavior, Environmental Consciousness, Past Experience, Physical Health Concern to Purchase Intention at IKEA Alam Sutera. Data management was carried out using SEM (Structural Equation Modeling) with SPSS 24 and AMOS 22 software. The data used in this study were primary data obtained from distributing questionnaires. The sample used in this study were 160 respondents. The sampling technique of this study was non-probability sampling. The results of this study indicate that there is a positive influence on Attitude, Subjective Norm, Perceived Behavior Control, Past Experience, Physical Health Concern on Purchase Intention. However, Environmental Consciousness does not have a positive effect on Purchase Intention.

Key word : Theory of Planned Behavior, Environmental Consciousness, Past Experience, Physical Health Concern, Purchase Intention