

MINAT BELI PRODUK RAMAH LINGKUNGAN THE BODY SHOP DI SURABAYA

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ABSTRAK

Green product merupakan pada produk ramah lingkungan atau produk yang dapat berkelanjutan, tidak merusak dan merugikan sumber daya alam, serta produk dapat didaur ulang atau dilestarikan. Ciri-ciri dari *green product* adalah dengan menggunakan bahan yang aman, tidak beracun, dapat didaur ulang, serta menggunakan kemasan yang ramah lingkungan. Penelitian ini bertujuan untuk mengetahui pengaruh *attitude*, *subjective norm*, *perceived behavioural control* terhadap *purchase intention*, pengaruh *environmental concern*, *environmental knowledge* terhadap *attitude* dan *purchase intention*.

Penelitian dengan berbasis *causal research* diuji secara empiris dengan menggunakan data kuesioner sejumlah 208 responden. Analisis penelitian ini menggunakan SEM (*Structural Equation Modeling*) dengan *software* SPSS 24 dan AMOS 22. Hasil penelitian menunjukkan bahwa *attitude* mempunyai pengaruh positif dan signifikan terhadap *purchase intention*, *perceived behavioural control* mempunyai pengaruh positif dan signifikan terhadap *purchase intention*, *environmental concern* mempunyai pengaruh positif dan signifikan terhadap *attitude* dan *purchase intention*, serta *environmental knowledge* mempunyai pengaruh positif dan signifikan terhadap *attitude* dan *purchase intention*. Namun, *subjective norm* tidak memiliki pengaruh terhadap *purchase intention*.

Kata Kunci: *attitude*, *subjective norm*, *environmental knowledge*, *purchase intention*.

*PURCHASE INTENTION GREEN PRODUCT
THE BODY SHOP IN SURABAYA*

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ABSTRACT

Green products are environmentally friendly products or products that can be sustainable, do not damage and harm natural resources, and products can be recycled or preserved. The characteristics of green products are to use materials that are safe, non-toxic, recyclable, and use environmentally friendly packaging. This study aims to determine the effect of attitude, subjective norm, perceived behavioral control on purchase intention, the effect of environmental concern, environmental knowledge on attitude and purchase intention.

This research based on causal research was tested empirically by using questionnaire data of 208 respondents. The analysis of this study used SEM (Structural Equation Modelling) with SPSS 24 and AMOS 22 software. The results showed that attitude has a positive and significant effect on positive purchase intention, perceived behavioral control has a positive and significant effect on purchase intention, environmental concern has a positive and significant effect on attitude and purchase intention, environmental knowledge has a positive and significant effect on attitude and purchase intention, and last are subjective norm has a positive and non significant effect on purchase intention.

Keywords: attitude, subjective norm, environmental knowledge, purchase intention.