

ANALISIS *GREEN PURCHASE BEHAVIOUR*
KONSUMEN INDONESIA DALAM PRESPEKTIF
THEORY OF PLANNED BEHAVIOUR

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ABSTRAK

Pada abad ke-21 ini banyak aspek dalam kehidupan masyarakat yang berubah secara berkala. Mulai dari kehidupan sosial, teknologi, bisnis, hingga perkembangan industri. Bersama seluruh perubahan tersebut, keadaan alam di bumi juga mengalami banyak perubahan. Sayangnya perubahan yang dialami oleh alam merupakan perubahan negatif. Permasalahan lingkungan dan sosial muncul dikarenakan perkembangan pesat aktivitas manusia secara bertubi-tubi, terutama sejak era industrialisasi. Keadaan alam yang semakin mengkhawatirkan menciptakan urgensi bagi manusia untuk berupaya mengurangi dan memperbaiki resiko kerusakan alam. Salah satu upaya yang dapat dilakukan adalah dengan memproduksi, membeli, dan menggunakan *green product*. Penelitian ini bertujuan untuk menganalisis *green purchase behaviour* konsumen Indonesia dalam perspektif *Theory of Planned Behaviour*. Teori yang digunakan untuk menjelaskan penelitian ini adalah TPB (*Theory of Planned Behaviour*) yang diperluas menggunakan 7 variabel yaitu *perceived consumer effectiveness*, *attitude towards sustainable purchasing*, *perceived knowledge about sustainability issues and environmental issues*, *perceived market influence*, *spirituality*, *drive for environmental responsibility*, dan *green purchase behaviour*. Data dianalisis dengan menggunakan metode *Structural Equation Modelling* (SEM) dengan pendekatan kuantitatif, melibatkan responden sejumlah 155 orang, dan akan diolah menggunakan *software* IBM SPSS Amos 22.0.0. Hasil penelitian menunjukkan bahwa satu variabel berhubungan negatif terhadap *green purchase behaviour* yaitu *perceived consumer effectiveness* dan variabel lainnya menunjukkan hubungan positif terhadap *green purchase behaviour*.

Kata kunci: *green purchase behaviour*, perilaku pembelian konsumen Indonesia, *green product*.

*GREEN PURCHASE BEHAVIOUR ANALYSIS
OF INDONESIAN CONSUMER IN PERSPECTIVE OF
THEORY OF PLANNED BEHAVIOUR*

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ABSTRACT

In the 21st century, many aspects of people's lives change periodically. Starting from social life, technology, business, to industrial development. Along with all these changes, the state of nature on earth has also undergone many changes. But unfortunately the changes experienced by nature are negative changes. Environmental and social problems arise due to the rapid development of human activities in a row, especially since the era of industrialization. The increasingly worrying natural state creates an urgency for humans to try to reduce and repair the risk of damage to nature. One of the efforts that can be done is to produce, buy, and use environmentally friendly products. This study aims to analyze the green purchase behaviour of Indonesian consumer in the perspective of the Theory of Planned Behaviour . The theory used to explain this research is TPB (Theory of Planned Behaviour) which is expanded using 7 variables, namely perceived consumer effectiveness, attitude towards sustainable purchasing, perceived knowledge about sustainability issues and environmental issues, perceived market influence, spirituality, drive for environmental responsibility, and green purchase behaviour. The data were analyzed using the Structural Equation Modeling (SEM) method, with quantitative approach, a total of 155 respondent, and will be processed using IBM SPSS Amos 22.0.0 software. The results showed that one eksogen variable showed a negative influence towards green purchase behaviour, and the other showed a positive influence towards green purchase behaviour.

Keywords: green purchase behaviour, Indonesian consumer buying behaviour, green product.