

PENGARUH *PREVIOUS PURCHASE EXPERIENCE*,  
*ENVIRONMENTAL CONSCIOUSNESS*, DAN *ATTITUDE* TERHADAP  
*PURCHASE INTENTION* PADA *GREEN FURNITURE* IKEA DI SURABAYA

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ABSTRAK

Penelitian ini memiliki tujuan untuk mengetahui bagaimana pengaruh pengalaman belanja sebelumnya, kesadaran lingkungan, dan sikap terhadap niat beli pada konsumen IKEA dalam berbelanja furnitur ramah lingkungan. Penelitian berbasis pada *causal research* yang bertujuan untuk menentukan dan menguji ada tidaknya pengaruh antara variabel dependen dan variabel independen dengan beberapa variabel lain yang diuji secara empiris dengan menggunakan data kuesioner sebanyak 155 responden. Pendekatan pada penelitian ini bersifat kuantitatif, dimana penelitian ini mengolah data yang menggunakan angka dalam penentuan penilaiannya. Analisis penelitian ini menggunakan *Structural Equation Model* (SEM) melalui *software* SPSS 24 dan *software* AMOS 22. Berdasarkan pada hasil dari penelitian ini, menunjukkan bahwa *previous purchase experience* tidak memiliki pengaruh yang signifikan terhadap *purchase intention*, tetapi berpengaruh signifikan terhadap *environmental consciousness* dan *attitude*, maupun *environmental consciousness* tidak memiliki pengaruh yang signifikan terhadap *purchase intention* dan *attitude* memiliki pengaruh yang signifikan terhadap *purchase intention*.

Kata kunci: Furnitur ramah lingkungan, pengalaman belanja sebelumnya, kesadaran lingkungan, sikap, niat beli

*THE INFLUENCE OF PREVIOUS PURCHASE EXPERIENCE,  
ENVIRONMENTAL CONSCIOUSNESS, AND ATTITUDE TOWARD  
PURCHASE INTENTION OF GREEN FURNITURE IKEA IN SURABAYA*

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*ABSTRACT*

*This research aims to determine the influence of previous purchase experience, environmental consciousness, and attitudes on IKEA consumers' purchase intentions in shopping for environmentally friendly furniture. The research is based on causal research which aims to determine and test whether there is an influence between the dependent variable and the independent variable with several other variables which were tested empirically using questionnaire data from 155 respondents. The approach to this research is quantitative, where this research processes data using numbers in determining its assessment. This research analysis uses Structural Equation Model (SEM) via SPSS 24 software and AMOS 22 software. Based on the results of this research, it shows that previous purchase experience does not have a significant influence on purchase intention, but has a significant influence on environmental consciousness and attitude, as well as environmental consciousness does not have a significant influence on purchase intention and attitude has a significant influence on purchase intention.*

*Keywords: Green furniture, previous purchase experience, environmental consciousness, attitude, purchase intention*