FAKTOR-FAKTOR YANG MEMPENGARUHI NIAT PEMBELIAN
GREEN APPARELS NIKE INDONESIA

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ABSTRAK

Penelitian ini bertujuan untuk mengkaji berbagai faktor yang mempengaruhi niat beli konsumen untuk membeli produk pakaian ramah lingkungan Nike di Indonesia. Dengan menggunakan *Theory of Planned Behavior* yang diperluas, penelitian ini menguji pengaruh *attitude, subjective norm, perceived behavioral control, willingness to pay,* dan *environmental consciousness* terhadap *purchase intention*. Survei dilakukan terhadap 167 konsumen Nike di Indonesia yang pernah membeli pakaian Nike ramah lingkungan dalam 1 tahun terakhir. Data dianalisis menggunakan *Structural Equation Modeling* (SEM). Hasil penelitian menunjukkan bahwa kelima variabel berpengaruh positif signifikan terhadap *purchase intention*, dengan subjective norm memiliki pengaruh terbesar. Secara umum, konsumen memiliki sikap positif, norma subjektif yang mendukung, kontrol perilaku yang baik, kesediaan membayar lebih, dan kesadaran lingkungan yang tinggi terhadap produk pakaian ramah lingkungan Nike. Temuan ini memberikan wawasan berharga bagi Nike dan perusahaan pakaian lainnya dalam mengembangkan strategi pemasaran produk ramah lingkungan yang efektif di Indonesia.

Kata kunci: *Theory of Planned Behavior, Purchase Intention, Green Apparel, Environmental Consciousness, Subjective Norm*

FACTORS THAT INFLUENCE PURCHASE INTENTION

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ABSTRACT

This study aims to analyze the factors influencing consumer purchase intentions towards Nike's eco-friendly apparel products in Indonesia. Utilizing the extended Theory of Planned Behavior, the research investigates how attitude, subjective norm, perceived behavioral control, willingness to pay, and environmental consciousness impact purchase intention. A survey was conducted with 167 Nike consumers in Indonesia who had purchased eco-friendly clothing from Nike within the past year. Structural Equation Modeling (SEM) was employed for data analysis. The results indicate that all five variables significantly and positively affect purchase intention, with subjective norm exerting the strongest influence. Overall, consumers exhibit positive attitudes, supportive subjective norms, strong behavioral control, willingness to pay more, and high environmental awareness towards Nike's eco-friendly clothing products. These findings offer valuable insights for Nike and other apparel companies aiming to develop effective marketing strategies for green products in Indonesia.

Keywords: *Theory of Planned Behavior, Purchase Intention, Green Apparel, Environmental Consciousness, Subjective Norm*