

ANALISIS PENGARUH *ATTITUDE*, *SUBJECTIVE NORM* DAN
ENVIRONMENTAL CONSCIOUSNESS TERHADAP *PURCHASE INTENTION*
KONSUMEN *TUMBLER* DI SURABAYA

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ABSTRAK

Penelitian ini bertujuan untuk memahami beberapa faktor yang berpengaruh terhadap niat pembelian masyarakat Surabaya dalam pembelian produk *tumbler*. Obyek yang digunakan dalam penelitian ini yaitu konsumen *tumbler* di Surabaya. Data yang terdapat dalam penelitian diolah dengan menggunakan model penelitian *Structural Equation Modeling* (SEM) melalui *software SPSS* versi 29 dan *software AMOS* versi 26.0. Penelitian ini mencakup 340 responden konsumen *tumbler* lingkungan sebagai data primer. *Environmental consciousness*, *attitude*, *subjective norm*, *perceived behavioral control*, *past experience*, *physical health concern* sebagai variabel dependen. Variabel *purchase intention* berperan sebagai variabel independen. Hasil penelitian pada konsumen *tumbler* di Surabaya menunjukkan bahwa *attitude* tidak berpengaruh terhadap *purchase intention*, serta *subjective norm* tidak berpengaruh terhadap *purchase intention*, dan *perceived behavioral control*, *physical health concern* berpengaruh positif dan signifikan terhadap *purchase intention*, serta *physical health concern* tidak berpengaruh terhadap *attitude*, dan *environmental consciousness* berpengaruh positif dan signifikan terhadap *attitude*, *subjective norm* dan *perceived behavioral control*, namun *environmental consciousness* tidak berpengaruh terhadap *purchase intention*, serta *past experience* tidak berpengaruh terhadap *purchase intention*.

Kata Kunci: *environmental consciousness*, *attitude*, *subjective norm*, *perceived behavioral control*, *purchase intention*.

ANALYSIS OF THE INFLUENCE OF ATTITUDE, SUBJECTIVE NORM, AND ENVIRONMENTAL CONSCIOUSNESS ON PURCHASE INTENTION OF TUMBLER CONSUMER IN SURABAYA

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ABSTRACT

This study aims to understand several factors that influence the purchase intention of Surabaya people in purchase tumbler products. The object used in this study is environmentally friendly tumbler consumer in Surabaya. The data contained in the study is processed using the Structural Equation Modeling (SEM) research model through SPSS software version 29 and AMOS software version 26.0. This study includes 340 respondents of environmentally friendly tumbler consumers as primary data. Environmental consciousness, attitude, subjective norm, perceived behavioral control, past experience, physical health concern as the dependent variables. The purchase intention variable acts as the independent variable. The result of the research on tumbler consumer in Surabaya shows that attitude has no effect on purchase intention, and subjective norm has no effect on purchase intention, and perceived behavioral control, physical health concern have a positive and significant effect on purchase intention, and physical health concern has no effect on attitude, and environmental consciousness has a positive and significant effect on attitude, subjective norm and perceived behavioral control, but environmental consciousness has no effect on purchase intention, and past experience has no effect on purchase intention.

Keywords: environmental consciousness, attitude, subjective norm, perceived behavioral control, purchase intention.