

ANALISIS *PURCHASE INTENTION PRODUCT NPURE* DI INDONESIA:  
MODEL *THEORY OF PLANNED BEHAVIOR*

Leony Antania Setiawan  
Fakultas Bisnis dan Ekonomika  
Dudi Anandya  
Indarini

ABSTRAK

Hingga saat ini kesadaran masyarakat terhadap produk ramah lingkungan semakin meningkat sehingga konsumen lebih memilih produk skincare seperti Npure yang menggunakan bahan alami. Hal ini dapat dianalisis karena dari tahun ke tahun penjualan produk ramah lingkungan terus mengalami peningkatan signifikan. Penelitian ini bertujuan agar dapat melakukan analisis terhadap *willingness to pay, attitude, subjective norms, perceived behavioral control, dan environmental consciousness* terhadap *environmentally responsible purchase intention* produk Npure di Indonesia. Berdasarkan hasil 214 responden menunjukkan bahwa seluruh hubungan variabel yang ada mempengaruhi *environmentally responsible purchase intention* dengan dibuktikan melalui metode SEM (*Structural Equation Modeling*). Penelitian ini diolah dengan menggunakan *software SPSS Statistic 25* dan *software Amos Graphic*. Hasil penelitian ini juga menunjukkan bahwa *willingness to pay, attitude, subjective norms, perceived behavioral control, dan environmental consciousness* berpengaruh terhadap *environmentally responsible purchase intention*.

Kata kunci: Niat pembelian ramah lingkungan, teori perilaku terencana, produk ramah lingkungan

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*Faculty of Business and Economics*  
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ABSTRACT

*Currently, public awareness of environmentally friendly products has increased, leading consumers to prefer skincare products such as Npure that use natural ingredients. This can be analyzed because year after year, sales of environmentally friendly products continue to experience significant growth. This study aims to analyze willingness to pay, attitude, subjective norms, perceived behavioral control, and environmental consciousness in relation to environmentally responsible purchase intention for Npure products in Indonesia. Based on the results of 214 respondents, it shows that all existing variable relationships influence environmentally responsible purchase intention, as proven through the SEM (Structural Equation Modeling) method. This study was processed using SPSS Statistics 25 software and Amos Graphic software. The results of this study also show that willingness to pay, attitude, subjective norms, perceived behavioral control, and environmental consciousness influence environmentally responsible purchase intention.*

*Keywords: Theory of planned behavior (TPB), willingness to pay, environmental consciousness, purchase intention, green product.*