

PENGARUH *GREEN CONCERNS*, *TRUST*, DAN *AWARENESS OF GREEN BOND PRICE* TERHADAP *GREEN BOND PURCHASE DECISION*

Muchamad Muchtar Yahya

Program Magister Manajemen
Fakultas Ekonomika dan Bisnis Universitas Gadjah Mada

INTISARI

Green Bond merupakan salah satu instrumen utang yang berwawasan lingkungan. Akan tetapi di Indonesia, pertumbuhan pasar *green bond* masih tergolong cukup rendah jika dibandingkan dengan negara Asia atau bahkan Eropa dan Amerika. Keputusan pembelian *green bond* dapat dipengaruhi oleh berbagai macam faktor, beberapa di antaranya seperti faktor psikologis maupun faktor dari eksternal. Oleh karena hal tersebut, penelitian ini ditujukan untuk menganalisis pengaruh *green concerns*, *trust* dan *awareness of green bond price* terhadap *green bond purchase decision* pada investor institusional di Indonesia. Penelitian ini menggunakan teknik regresi linear berganda dengan jumlah responden sebesar 32 investor. Hasil penelitian ini adalah *trust* dan *awareness of green bond price* berpengaruh signifikan terhadap *green bond purchase decision*, sedangkan *green concerns* tidak memiliki pengaruh signifikan terhadap *green bond purchase decision*.

Kata kunci: *green bond*, *green concerns*, *trust*, *awareness of price*, *purchase decision*

THE EFFECT OF GREEN CONCERNS, TRUST, AND AWARENESS OF GREEN BOND PRICE ON GREEN BOND PURCHASE DECISION

Muchamad Muchtar Yahya

Master Program in Management
Faculty of Economics and Business Universitas Gadjah Mada

ABSTRACT

Green Bond is a debt instrument that is environmentally sound. However, in Indonesia, the green bond market growth is still relatively low when compared to Asian countries or even Europe and America. Green bond purchasing decisions can be influenced by various factors, some of which are psychological factors and external factors. Therefore, this study is aimed at analyzing the effect of green concerns, trust and awareness of green bond prices on green bond purchase decisions for institutional investors in Indonesia. This study was conducted using multiple linear regression techniques with the number of respondents amounting to 32 investors. The result of this study is that trust and awareness of green bond price have a significant effect on green bond purchase decisions, while green concerns do not have a significant effect on green bond purchase decisions.

Keywords: green bond, green concerns, trust, awareness of price, purchase decision