

## INTISARI

Penelitian ini ditujukan untuk menguji perluasan Teori Perilaku Terencana atau *Theory of Planned Behavior* (TPB) untuk memprediksi niat pembelian produk AC Inverter. Penelitian ini menguji pengaruh kepedulian kelingkungan, pengetahuan kelingkungan, sikap terhadap pembelian produk ramah lingkungan, norma subjektif dan kontrol keperilakuan yang dipersepsikan untuk memprediksi niat beli produk AC Inverter di Indonesia. Menggunakan metode penyampelan *purposive sampling*, data dari 216 responden yang diperoleh melalui kuesioner secara daring kemudian dianalisis menggunakan *Partial Least Square- Structural Equation Modelling* (SEM). Hasil dari penelitian ini menunjukkan bahwa kepedulian kelingkungan, pengetahuan kelingkungan berpengaruh positif dan signifikan terhadap sikap terhadap pembelian produk ramah lingkungan, norma subjektif dan kontrol keperilakuan yang dipersepsikan. Penelitian ini juga menunjukkan bahwa niat beli produk AC Inverter juga dipengaruhi oleh sikap terhadap pembelian produk ramah lingkungan dan norma subjektif. Lebih lanjut, kepedulian kelingkungan, pengetahuan kelingkungan, dan kontrol perilaku yang dipersepsikan tidak berpengaruh signifikan terhadap niat pembelian produk AC Inverter.

Kata Kunci: Kepedulian Kelingkungan, Pengetahuan Kelingkungan, Niat Beli Produk Ramah Lingkungan, TPB, AC Inverter.

## ABSTRACT

The objectivity of this study was to examine the Extended Theory of Planned Behavior (TPB) in predicting the purchasing intentions of Inverter Air Conditioning (AC) product in Indonesia where the effect of environmental concern, environmental knowledge, attitude towards purchasing green products, subjective norms, and perceived controlled-behavior variables were discussed. Using purposive sampling method, the data were obtained from 216 respondents through online questionnaire. The data were, then, analyzed using Partial Least Square-Structural Equation Modelling (SEM) for hypothesis testing purpose. As a result, environmental concern and environmental knowledge had positive and significant impact to subjective norm, perceived controlled-behavior, and attitude towards purchasing Inverter AC product. This research also showed that purchase intentions of Inverter AC was influenced by attitude towards purchasing green products as well as subjective norm. On the other hand, the environmental concern, environmental knowledge, and perceived control behavior had no significant impacts to purchase intention of Inverter AC.

Keywords: *Environmental Concern, Environmental Knowledge, Purchase Intention, TPB, Inverter Air Conditioning*