

## Intisari

Studi ini bertujuan untuk mengidentifikasi persepsi generasi milenial tentang faktor-faktor yang memengaruhi niat beli hunian ramah lingkungan di Yogyakarta pada masa Covid-19. Identifikasi dilakukan dengan melihat faktor-faktor yang menjadi prediktor niat beli hunian ramah lingkungan sehingga dapat memberikan gambaran respons padangan generasi milenial tentang hunian ramah lingkungan. Penelitian ini menggunakan data primer yang diperoleh dari kuesioner yang disebarkan pada generasi milenial di Yogyakarta yang lahir dalam kurun waktu 1980 – 2000. Analisis dilakukan dengan metode *structural equation model (SEM)* dengan perangkat lunak Smart PLS 4 (*partial least square*). Hasil dari penelitian ini menunjukkan bahwa faktor yang menjadi prediktor *purchase intention* ialah *attitude towards behaviour*, *perceived behavioral control*, *environmental concern*, dan *uncertainty of Covid-19*. Secara mengejutkan variabel *subjective norms*, *financial risk*, dan *fear of Covid-19* tidak ditemukan adanya hubungan yang signifikan terhadap *purchase intention*.

**Kata Kunci:** Niat Beli, Hunian Ramah Lingkungan, Milenial, *Planned Behaviour*, Covid-19, Kesiediaan Membayar

## **Abstract**

This study aims to identify millennial's perception of the factors that influence the purchase intention of eco-friendly housing in Yogyakarta during the pandemic Covid-19. The identification is conducted by analyzed the factors that is expected to become the predictors of buying intention to buy eco-friendly housing so it can provide an overview of the millennial's perception on eco-friendly housing. This study uses data obtained from questionnaires distributed to the millennial generation in Yogyakarta who were born in the period 1980 – 2000. The analysis was carried out using the structural equation model (SEM) method with Smart PLS 4 (partial least square) software. The result of this study shows that the factors that become predictors of purchase intention are attitudes towards behavior, perceived behavioral control, environmental concern, and Covid-19 uncertainty. Surprisingly, subjective norms, financial risk, and fear of Covid-19 were not found to have a significant relationship with purchase intention.

**Keywords:** Purchase Intention, Green Housing, Millennials, Planned Behavior, Covid-19, Willingness to Pay