ABSTRAK

Kesadaran konsumen terkait masalah lingkungan telah meningkat di seluruh dunia (Calculli dkk., 2021). *Gen Z,* generasi yang tumbuh seiring dengan perkembangan digitalisasi, memiliki kesadaran lingkungan tertinggi dibandingkan dengan generasi lainnya (Wang dkk., 2022). Generasi ini memiliki budaya minum kopi di *coffee shop.* Sebagai generasi yang mengutamakan kelestarian lingkungan, terdapat beberapa tuntutan yang mereka inginkan dari *coffee shop* untuk turut berpartisipasi dalam perilaku pro-lingkungan. Penelitian ini menganalisis terkait pengaruh *attitudes toward the behavior, subjective norms, perceived behavioral control, environmental concern,* dan *environmental knowledge* terhadap niat pembelian konsumen *Gen Z* menggunakan *Theory of Planned Behavior.* Penelitian menggunakan metode kuantitatif dengan kuesioner sebagai instrumen penelitian. Kriteria responden penelitian ini adalah berusia antara 17 – 28 tahun (*Gen Z*) dan pernah mengunjungi setidaknya satu dari 20 *coffee shop* di Kabupaten Sleman yang menjadi objek penelitian, dengan frekuensi pembelian minimal satu kali. Metode pengambilan sampel dalam penelitian ini adalah *non probability* dengan jenis *purposive sampling.* Terdapat 150 data respons dari responden yang diolah untuk dianalisis. Penelitian ini menggunakan *Partial Least Square-Structural Equation Modeling* untuk pengujian hipotesis. Hasil akhir yang didapatkan menunjukkan bahwa terdapat tujuh hipotesis yang diterima dan hanya dua hipotesis yang ditolak. Hasil dari penelitian ini berkontribusi pada perluasan *theory of planned behavior.*

Kata Kunci: *theory of planned behavior*, *Gen Z*, *partial least square-structural equation modeling*, *green marketing*, *coffee shop*

ABSTRACT

Consumer awareness regarding environmental issues has increased worldwide (Calculli et al., 2021). Gen Z, the generation that has grown up with the evolution of digitalization, has the highest environmental awareness compared to other generations (Wang et al., 2022). This generation has a culture of consuming coffee in coffee shops. As a generation that prioritizes environmental sustainability, there are several demands that they want from coffee shops to participate in pro-environmental behavior. This study analyzes the influence of attitudes toward the behavior, subjective norms, perceived behavioral control, environmental concern, and environmental knowledge on Gen Z consumer's purchase intentions using the Theory of Planned Behavior. This research uses quantitative methods with questionnaires as the research instrument. The criteria for respondents in this study were between 17 – 28 years (Gen Z) and had visited at least one of the 20 coffee shops in Sleman Regency that were the object of the research, with a purchase frequency of at least once. The sampling method in this study is non-probability in the form of purposive sampling. There were 150 response data from respondents which were processed for analysis. This research uses Partial Least Square-Structural Equation Modeling for hypothesis testing. The final results obtained showed that there were seven hypotheses accepted and only two hypotheses rejected. The results of this research contribute to the expansion of the theory of planned behavior.

Keywords: theory of planned behavior, Gen Z, partial least squares-structural equation modeling, green marketing, coffee shop