

ABSTRAK

Permasalahan lingkungan menjadi perhatian dan mengemuka kembali beberapa tahun belakangan ini sehingga menimbulkan kepedulian lingkungan bagi setiap orang. *Green product* atau produk ramah lingkungan muncul sebagai bentuk kepedulian dan kontribusi perusahaan terhadap kelestarian lingkungan. Kesadaran dan kepedulian terhadap lingkungan juga meningkat di Indonesia. Akan tetapi tingkat perilaku pembelian *green product* masih rendah. Tujuan dari penelitian ini adalah meningkatkan perilaku pembelian *green product*.

Model dasar yang digunakan adalah *Theory of Planned Behaviour* (TPB) dengan menggunakan metode *Partial Least Square – Structural Equation Modeling* (PLS-SEM) sebagai teknik analisis. Penelitian ini menggunakan 295 sampel wanita yang memiliki kepedulian lingkungan dan pembelian *green product* lebih tinggi daripada laki-laki dan Generasi Z sebagai generasi dengan jumlah terbesar di Indonesia yang dikumpulkan secara *online*.

Model TPB dikembangkan dengan menambahkan variabel *willingness to pay*, *collectivism*, *social value*, dan *environmental concern*. Hasil penelitian menunjukkan model perilaku *green purchasing* pada wanita Generasi Z di Indonesia yang telah dibangun memiliki performansi *R-Squared* 23,2% dengan variabel yang berpengaruh adalah *attitude*, *perceived behavioral control*, *subjective norms*, *environmental concern* dan *willingness to pay* mempengaruhi *green purchase behavior* yang dimediasi oleh *green purchase intention*.

Kata Kunci: *green purchase behavior*, TPB, PLS SEM, *green product*, *willingness to pay*, *collectivism*, *environmental concern*, *social value*

ABSTRACT

Environmental issues have become a concern and have resurfaced in recent years, thus raising environmental awareness for everyone. Green products or environmentally friendly products emerge as a form of corporate responsibility and contribution towards environmental sustainability. Awareness and concern for the environment has also increased in Indonesia. However, the level of green product purchase behavior is still low. The purpose of this study is to increase green product purchase behavior.

The basic model used is the Theory of Planned Behavior (TPB) using the Partial Least Square - Structural Equation Modeling (PLS-SEM) method as an analysis technique. This study used 295 female samples who have environmental awareness and green product purchases higher than men and Generation Z as the generation with the largest number in Indonesia collected online.

The TPB model is developed by adding willingness to pay, collectivism, social value, and environmental concern variables. The results showed a green purchasing behavior model for Generation Z women in Indonesia that has been built has an R-Squared performance of 23.2% with influencing variables being attitude, perceived behavioral control, subjective norms, environmental concern and willingness to pay affecting green purchase behavior mediated by green purchase intention.

Key word: *green purchase behavior, TPB, PLS SEM, green product, willingness to pay, collectivism, environmental concern, social value*