

INTISARI

Kedai kopi X telah menerapkan konsep hijau, namun penerapan konsep hijau masih belum bisa diterima oleh konsumen. Penjualan produk hijau kedai kopi X terus mengalami penurunan selama empat bulan di tahun 2023. Penelitian ini bertujuan untuk menganalisis faktor-faktor yang memengaruhi niat beli produk hijau kedai kopi X.

Penelitian ini menggunakan data dengan membagikan kuesioner secara *online* dan mendapatkan 200 responden. Model yang digunakan untuk menganalisis data adalah PLS-SEM. Variabel independen dalam penelitian ini adalah *environmental concern*, *perceived cost of green purchasing*, *price sensitivity*, *moral obligation*, dan *green self-identity*. Variabel dependen dalam penelitian ini adalah niat beli. Variabel *social pressure* memoderasi *perceived cost of green purchasing* dan *price sensitivity* pada niat beli produk hijau kedai kopi X.

Hasil penelitian ini menunjukkan bahwa *environmental concern*, *green self-identity*, *moral obligation*, berpengaruh positif pada niat beli produk hijau kedai kopi X. Sedangkan, untuk *perceived cost of green purchasing* dan *price sensitivity* berpengaruh negatif pada niat beli produk hijau kedai kopi X. Kemudian, tidak ada pengaruh yang signifikan dengan adanya *social pressure* yang memoderasi *perceived cost of green purchasing* pada niat beli produk hijau kedai kopi X. *Social pressure* berpengaruh negatif memoderasi hubungan antara *price sensitivity* pada niat beli produk hijau kedai kopi X.

Kata kunci: environmental concern, perceived cost of green purchasing, price sensitivity, green self-identity, moral obligation, social pressure, niat beli, produk hijau

ABSTRACT

Coffee Shop X has implemented a green concept, but the application of the green concept is still not accepted by consumers. Sales of coffee shop X's green products will continue to decrease for four months in 2023. This research aims to analysis of influencing factors *intention to purchase* green products coffee shop X.

This research uses data by distributing questionnaires online and getting 200 respondents. The model used to analyze the data is PLS-SEM. The independent variables in this research are *environmental concern*, *perceived cost of green purchasing*, *price sensitivity*, *moral obligation*, and *green self-identity*. The dependent variable in this research is *purchase intention*. The *social pressure* variable moderates the *perceived cost of green purchasing* and *price sensitivity* on the *intention to purchase* green products at coffee shop X.

The results of this research show that *environmental concern*, *green self-identity*, *moral obligation*, have a positive effect on the *intention to purchase* green products from coffee shop X. Meanwhile, the *perceived cost of green purchasing* and *price sensitivity* have a negative effect on the *intention to purchase* green products from coffee shop X. Then, there is no significant effect *social pressure* which moderates the *perceived cost of green purchasing* on *intention to purchase* green products coffee shop X. *Social pressure* has a negative effect on moderating the relationship between *price sensitivity* and *intention to purchase* green products at coffee shop X.

Keywords: environmental concern, perceived cost of green purchasing, price sensitivity, green self-identity, moral obligation, social pressure, intention to purchase, green product