

INTISARI

Penelitian ini bertujuan untuk menganalisis pengaruh antara pendidikan etika bisnis, *sustainable ethics*, jenis kelamin, dan performa akademik (IPK) terhadap keputusan pembelian produk elektronik berlabel *green electronics*. Penelitian ini juga ingin membuktikan terdapat perbedaan antara mahasiswa yang sudah atau sedang mengambil mata kuliah etika bisnis dan yang belum, antara mahasiswa laki-laki dan perempuan, serta mahasiswa dengan IPK > 3.00 dan < 3.00 terhadap keputusan pembelian produk elektronik berlabel *green electronics*.

Penelitian ini menggunakan metode kuantitatif deskriptif dengan analisis regresi linear berganda dan uji *independent sample t-test*. Sampel dari penelitian ini merupakan 103 mahasiswa S1 Fakultas Ekonomika dan Bisnis Universitas Gadjah Mada angkatan 2020, 2021, 2022, dan 2023. Hasil dari penelitian menunjukkan bahwa jenis kelamin tidak berpengaruh terhadap keputusan pembelian, sedangkan pendidikan etika bisnis, *sustainable ethics*, dan performa akademik (IPK) yang memiliki pengaruh terhadap keputusan pembelian. Hasil uji *independent sample t-test* menunjukkan terdapat perbedaan antara yang sudah atau sedang mengambil mata kuliah etika bisnis dengan yang belum, sama halnya dengan mahasiswa laki-laki dan perempuan terhadap keputusan pembelian.

Kata kunci: Etika Bisnis, *Sustainable Ethics*, Jenis Kelamin, Performa Akademik (IPK), *Green Electronics*.

ABSTRACT

This research purpose is to analyze the effect of business ethics education and sustainable ethics knowledge, gender and academic performance (GPA) on students' decisions to purchase green electronics-labeled products. This research also wants to prove the differences between students who have taken or are currently taking business ethics courses and those who have not, between male and female students, as well as between students with a GPA > 3.00 and < 3.00 , in relation to their purchasing decisions of green electronics-labeled products. This research uses a descriptive quantitative method with multiple linear regression analysis and independent sample t-test.

The sample for this research consists of 103 undergraduate students from the Faculty of Economics and Business, Universitas Gadjah Mada, from the 2020, 2021, 2022, and 2023. The results of this research indicate that gender does not affect purchasing decisions, while business ethics education, sustainable ethics, and academic performance (GPA) do influence purchasing decisions. The results of the independent sample t-test show that there is a difference between students who have taken or are currently taking business ethics courses and those who have not, as well as between male and female students, in terms of purchasing decisions.

Keywords: Business Ethics, Sustainable Ethics, Gender, Academic Performance (GPA), Green Electronics.