

INTISARI

Penelitian ini bertujuan untuk menguji pengaruh kepedulian kelingkungan, pengetahuan kelingkungan, dan religiusitas pada sikap konsumen terhadap perilaku membawa tas belanja sendiri. Data penelitian diperoleh melalui penyebaran kuesioner melalui *Google Form* secara daring. Kuesioner diisi oleh 220 responden yang belum menggunakan tas belanja sendiri saat berbelanja. Penelitian ini memiliki 6 hipotesis yang dianalisis menggunakan Partial Least Square (PLS) dengan aplikasi SmartPLS versi 4.0.

Hasil penelitian ini menunjukkan bahwa kepedulian kelingkungan, pengetahuan kelingkungan, dan religiusitas berpengaruh signifikan pada sikap konsumen terhadap perilaku membawa tas belanja sendiri. Pengetahuan kelingkungan memiliki pengaruh signifikan pada kepedulian kelingkungan. Religiusitas memiliki pengaruh signifikan pada kepedulian kelingkungan. Sikap berpengaruh signifikan pada niat membawa tas belanja sendiri.

Kata kunci: Kepedulian Kelingkungan, Pengetahuan Kelingkungan, Religiusitas, Sikap Konsumen, Niat Perilaku, Membawa Tas Belanja.

ABSTRACT

This research aims to examine the influence of environmental concern, environmental knowledge, and religiosity on consumer attitudes towards the behavior of carrying their own shopping bags. Research data was obtained through distributing questionnaires via Google Form online. The questionnaire was filled in by 220 respondents who had not used their own shopping bags when shopping. This research has 6 hypotheses which are analyzed using Partial Least Square (PLS) with the SmartPLS application version 4.0.

The results of this research show that environmental concern, environmental knowledge, and religiosity have a significant effect on consumer attitudes towards the behavior of carrying their own shopping bags. Environmental knowledge has a significant influence on environmental concern. Religiosity has a significant influence on environmental concern. Attitude has a significant effect on the intention to carry your own shopping bag.

Keywords: *Environmental Concern, Environmental Knowledge, Religiosity, Consumer Attitudes, Behavioral Intentions, Carrying Shopping Bags.*