



INTISARI

Penelitian ini bertujuan untuk menguji pengaruh kepedulian lingkungan terhadap niat beli dan preferensi konsumen mengenai produk daur ulang terutama furnitur dan dekorasi rumah. Terdapat tujuh konstruk dalam penelitian ini, yaitu Kepedulian Lingkungan (*Environmental Concern*), Sikap (*Attitude*), Norma Subjektif (*Subject Norm*), Kontrol Perilaku yang Dirasakan (*Perceived Behavioral Control*), Nilai Fungsi (*Functional Value*), Nilai Estetika (*Aesthetic Value*) dan Niat Beli (*Buying Intention*). Penelitian ini menggunakan pendekatan riset kuantitatif dan menggunakan kuesioner. Ukuran sampel dalam penelitian ini sebanyak 276 sampel. Responden pada penelitian ini berdomisili di Pulau Jawa, berusia minimal 18 tahun dan belum pernah membeli produk daur ulang terutama furnitur dan *home decor*. Penelitian ini menggunakan metode analisis data berbasis PLS-SEM dengan bantuan aplikasi SmartPLS. Hasil penelitian ini menunjukkan bahwa kepedulian lingkungan sangat berpengaruh terhadap niat beli konsumen. Hal ini menunjukkan bahwa kepedulian lingkungan dapat memengaruhi niat beli produk daur ulang melalui faktor personal seperti sikap, nilai dan norma subjektif. Oleh karena itu, strategi pemasaran produk daur ulang perlu menonjolkan nilai atau manfaat fungsional dan nilai keberlanjutan dibanding sekadar estetika visual guna memperkuat niat beli di masa depan.

Kata Kunci: Produk daur ulang, furnitur dan dekorasi rumah, Kepedulian Lingkungan, Sikap, Norma Subjektif, Kontrol Perilaku yang Dirasakan, Nilai Fungsi, Nilai Estetika, Niat Beli



ABSTRACT

This study aims to examine the influence of environmental concern on consumer purchasing intentions and preferences regarding recycled products, particularly furniture and home decor. There are eight constructs in this study, namely Environmental Concern, Attitude, Subjective Norm, Perceived Behavioral Control, Functional Value, Aesthetic Value, and Buying Intention. This study uses a quantitative research approach and employs questionnaires. The sample size in this study was 276 samples. Respondents in this study resided in Java, were at least 18 years old, and had never purchased recycled products, especially furniture and home decor. This study uses a PLS-SEM-based data analysis method with the help of the SmartPLS application. The results of this study indicate that environmental concern has a greater influence on consumer purchase intention. This shows that environmental concerns can influence purchase intentions through personal factors such as attitudes, values, and subjective norms. Therefore, marketing strategies for recycled products need to emphasize functional value or benefits and sustainability rather than just visual aesthetics in order to strengthen future purchase intentions.

Keywords: Recycled products, furniture and home decor, Environmental Concern, Attitude, Subjective Norm, Perceived Behavioral Control, Functional Value, Aesthetic Value, and Buying Intention.