

ABSTRAK

ANALISIS NIAT PERILAKU KONSUMSI PRODUK RAMAH LINGKUNGAN DENGAN *THEORY OF PLANNED BEHAVIOR*

Fauzan Munadhil

18/432768/PEK/24034

Masalah lingkungan yang terjadi menghasilkan kepedulian lingkungan masyarakat akan kelestarian lingkungan. Kepedulian lingkungan tersebut dapat dituangkan dengan pembelian produk ramah lingkungan. Penelitian ini bertujuan untuk menganalisis dan memprediksi niat beli konsumen terhadap produk ramah lingkungan menggunakan *Theory of Planned Behavior* (TPB). Penelitian ini menggunakan tinjauan literatur dan penelitian empiris untuk mengetahui hubungan antara kepedulian lingkungan terhadap sikap terhadap perilaku pembelian produk ramah lingkungan, norma subjektif, kontrol keperilakuan yang dipersepsikan serta niat beli produk ramah lingkungan. Penelitian ini menggunakan desain survei menggunakan *purposive sampling* yang dilakukan pada konsumen di kota Jakarta dengan ukuran sampel sebanyak 100 responden. Data responden dianalisis menggunakan *Partial Least Square-Structural Equation Modelling* (PLS-SEM).

Hasil penelitian ini menunjukkan bahwa niat beli konsumen terhadap produk ramah lingkungan tidak dipengaruhi oleh kepedulian konsumen terhadap lingkungan, namun dipengaruhi oleh sikap perilaku, norma subjektif dan kontrol keperilakuan yang dipersepsikan. Penelitian ini juga menunjukkan bahwa kepedulian konsumen terhadap lingkungan mempengaruhi masing-masing variabel TPB yaitu, sikap perilaku, norma subjektif serta kontrol keperilakuan yang dipersepsikan.

Kata Kunci: *Kepedulian Lingkungan, Niat Beli, Sikap Perilaku, Norma Subjektif, Kontrol Keperilakuan yang Dipersepsikan, Produk Ramah Lingkungan.*

ABSTRACT

ANALYSIS OF GREEN PRODUCT CONSUMPTION INTENTION USING THEORY OF PLANNED BEHAVIOR

Fauzan Munadhil

18/432768/PEK/24034

Environmental problems that occurred, had resulted environmental concern from society about environmental sustainability. Environmental concern from society could be represented by green product purchasing. This research aims to analyze and to predict green product consumer intention using Theory of Planned Behavior (TPB). This research uses literature review and empirical research, to examine the relationship between environmental concern to attitude towards green product purchasing, subjective norm, perceived behavioral control and green product purchase intention. This research uses survey design by purposive sampling technique, which conduct on consumers at Jakarta with sample size of 100 respondents. The respondent's datas are analyzed by Partial Least Square-Structural Equation Modelling (PLS-SEM).

This study show that consumer's intention to buy green product isn't influenced by consumer's environmental concern, but instead influenced by attitude towards green product purchasing, subjective norm and perceived behavioral control. This study also show that consumer's environmental concern does affect each of TPB's variables, that are attitude towards green product purchasing, subjective norm and perceived behavioral control.

Key Words: *Environmental Concern, Purchase Intention, Attitude, Subjective Norm, Perceived Behavioral Control, Green Product.*