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Faktor-faktor yang mempengaruhi keputusan pembelian produk ramah lingkungan : studi kasus air minum dalam kemasan ades = Factors that influencing purchasing decisions to environmental friendly product : case study ades bottled drinking water

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Abstrak

Penelitian dalam tesis ini ingin melihat faktor–faktor apa saja yang mempengaruhi keputusan pembelian konsumen terhadap produk air minum dalam kemasan Ades dengan menggunakan teori perilaku yaitu Theory of Planned Behavior dari Ajzen dan Fishben. Penelitian ini merupakan penelitian kuantitatif dan dilakukan kepada 200 responden yang sudah membeli Ades. Berdasarkan data dari 200 responden yang diolah menggunakan metode Structural Equations Modelling (SEM) dapat diketahui bahwa environmental knowledge tidak berpengaruh terhadap attitude responden yang nantinya akan memicu purchase intention terhadap produk ramah lingkungan Ades. Awareness to the product dan customer value berpengaruh terhadap attitude responden yang nantinya akan memicu purchase intention terhadap produk ramah lingkungan Ades. Akan tetapi attitude responden tidak berpengaruh terhadap purchase intention untuk membeli produk Ades. Sementara itu sosial pressure to act green dan individual environment impact mepunyai pengaruh terhadap norma subjektif yang di terima di masyarakat. Dan Norma subjektif juga mempunyai pengaruh terhadap purchase intention produk Ades. Availibility of product dan perceived consumer mempunyai pengaruh terhadap purchase intention produk Ades.

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The research in this thesis would like to see factors that influence consumer purchasing decisions on bottled water products Ades using behavioral theory is the Theory of Planned Behavior of Ajzen and Fishben. This research is a quantitative study and performed the 200 respondents who had bought Ades. Based on data from 200 respondents were processed using Structural Equations Modeling (SEM) can be seen that the Environmental Knowledge does not affect the attitude of respondents that would trigger a purchase intention towards environmentally friendly products Ades. Awareness to the product and customer value affect the attitude of respondents that would trigger a purchase intention towards environmentally friendly products Ades. But the attitude of the respondents had no effect on purchase intention to buy the product Ades. Meanwhile social pressure to act green and environment impact individual mepunyai influence on subjective norm is accepted in the community. And subjective norms also have an influence on purchase intention of products Ades. Availibility of product and perceived consumer has an influence on purchase intention of products Ades.