

# Pengaruh perceived environmental responsibility dan concern for self-image terhadap green purchase intention pada konsumen emerging adult = The Effect of Perceived Environmental Responsibility and Concern for Self-Image to Green Purchase Intention in Emerging Adult Consumer

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## Abstrak

<p>Terdapat berbagai permasalahan lingkungan yang ada di Indonesia, salah satunya adalah masalah sampah. Salah satu cara untuk mengatasi permasalahan lingkungan adalah dengan beralih menggunakan produk ramah lingkungan. Untuk dapat memprediksi pembelian produk ramah lingkungan, penting untuk meneliti intensi membeli produk ramah lingkungan. Penelitian ini berfokus pada dua hal yang menyebabkan green purchase intention, yaitu perceived environmental responsibility dan concern for self-image pada konsumen emerging adult. Partisipan berusia 18-29 tahun mengisi kuesioner secara daring. Hasil penelitian menunjukkan bahwa perceived environmental responsibility dan concern for self-image secara bersamaan memiliki pengaruh yang signifikan dalam memprediksi green purchase intention pada konsumen emerging adult. Selain itu, concern for self-image memiliki pengaruh yang lebih besar terhadap green purchase intention dibandingkan perceived environmental responsibility. Hal ini berarti bahwa pada konsumen emerging adult intensi membeli produk ramah lingkungan lebih dipengaruhi oleh kepedulian terhadap citra diri dibandingkan rasa tanggung jawab terhadap lingkungan.</p><hr /><p>Among many environmental problems in Indonesia, plastic waste is one of them. Changing from brown products to green products is one way to overcome environmental problems. It is important to know green purchase intention to predict green purchasing behavior. This study aims to examine the effect of perceived environmental responsibility and concern for self-image in emerging adult. Participants in this study are emerging adults (18-29 years old) who filled online questionnaires. The result of this study indicated that perceived environmental responsibility and concern for self-image simultaneously affect green purchase intention in emerging adult consumer. The results also show that concern for self-image has stronger effect on green purchase intention than perceived environmental responsibility. Therefore, emerging adult consumer's intention to buy green products are more influenced by concern for self-image than perceived environmental responsibility.</p>