

## Faktor Yang Mempengaruhi Green Purchase Behavior Konsumen Pada Generasi Z Dan Y Di Indonesia = Factors that Influence Green Purchase Behavior of Generation Z and Y Consumers in Indonesia

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### Abstrak

Meningkatnya permasalahan lingkungan seperti pemanasan global, limbah, dan polusi memaksa individu untuk memperhatikan lingkungan. Adanya efek negatif dari kerusakan lingkungan ini mengharuskan konsumen untuk menggunakan green product. Untuk dapat memahami lebih baik mengenai perilaku pembelian konsumen pada green product, penelitian ini menggunakan theory of planned behavior (TPB) dan meneliti lebih lanjut mengenai faktor-faktor lain yang dapat mempengaruhi perilaku pembelian konsumen. Oleh karena itu, peneliti mencoba untuk meneliti pengaruh dari social media marketing, crisis awareness, product knowledge, attribution of responsibility, subjective norm, perceived behavioral control, dan attitude terhadap perilaku pembelian green product. Pengumpulan data dilakukan menggunakan kuesioner online dengan jumlah sebesar 393 responden di Indonesia dan data dianalisis menggunakan metode structural equation modeling (SEM) dengan software SmartPLS 4. Hasil penelitian menyatakan bahwa sikap positif terhadap green product, norma subjektif, dan kontrol perilaku yang dirasakan memiliki pengaruh positif terhadap niat pembelian green product. Di sisi lain, crisis awareness memiliki pengaruh negatif pada sikap dan niat pembelian green product. Pengetahuan konsumen tentang green product secara positif mempengaruhi sikap dan niat pembelian mereka. Social Media Marketing memiliki pengaruh positif pada Product Knowledge, crisis awareness, dan norma subjektif. Selain itu, niat pembelian green product berdampak positif pada perilaku pembelian konsumen. Selanjutnya, Attribution of Responsibility dapat memperkuat hubungan antara niat pembelian dan perilaku pembelian green product konsumen. Temuan-temuan ini memiliki implikasi penting bagi strategi keberlanjutan perusahaan dalam mempromosikan perilaku pembelian hijau konsumen. Penelitian ini memberikan manfaat bagi marketer di sektor industri green product untuk membuat strategi pemasaran yang lebih efektif agar memiliki keunggulan kompetitif dan dapat bersaing dengan kompetitor.

.....The increasing environmental issues such as global warming, waste, and pollution have compelled individuals to pay attention to the environment. The negative effects of environmental degradation have necessitated consumers to embrace green products. In order to gain a better understanding of consumer purchasing behavior towards green products, this research employs the Theory of Planned Behavior (TPB) and investigates additional factors that can influence consumer behavior. Thus, the study examines the impact of social media marketing, crisis awareness, product knowledge, attribution of responsibility, subjective norm, perceived behavioral control, and attitude towards green purchasing behavior. Data collection was conducted through an online questionnaire with 393 respondents in Indonesia, and the data were analyzed using structural equation modeling (SEM) with SmartPLS 4 software. The findings of the study indicate that a positive attitude towards green products, subjective norms, and perceived behavioral control have a positive influence on the intention to purchase green products. On the other hand, crisis awareness has a negative impact on attitudes and intentions to purchase green products. Consumer knowledge about green products positively affects their attitudes and purchase intentions. Social media

marketing has a positive influence on product knowledge, crisis awareness, and subjective norms. Furthermore, purchase intention for green products positively influences consumer purchasing behavior. Additionally, the attribution of responsibility strengthens the relationship between purchase intentions and green purchasing behavior. These findings have significant implications for sustainability strategies of companies in promoting green consumer behavior. This research provides valuable insights for marketers in the green product industry to develop more effective marketing strategies that create a competitive advantage and enable them to compete with competitors.