

ABSTRAK

ANALISIS PENGARUH *ENVIRONMENTAL KNOWLEDGE* DAN *ENVIRONMENTAL ATTITUDES* TERHADAP MINAT BELI PRODUK RAMAH LINGKUNGAN

Studi Pada Usaha-Usaha *Laundry*

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Penelitian ini bertujuan untuk mengetahui pengaruh *environmental knowledge* dan *environmental attitudes* terhadap minat beli produk ramah lingkungan pada usaha-usaha *laundry*. Populasi dalam penelitian ini adalah para pengusaha *laundry* yang menggunakan atau membeli produk ramah lingkungan seperti detergent, pewangi pakaian dan pelembut pakaian, dengan sampel 40 rumah *laundry*. Pengambilan sampel menggunakan teknik *purposive sampling*. Teknik pengumpulan data dengan membagikan koesioner kepada responden (pengusaha *laundry*) yang mengetahui dan menggunakan produk ramah lingkungan. Analisis data menggunakan pengujian asumsi klasik (Uji Multikolinieritas dan Uji Heterokedastisitas) dan teknik analisis regresi berganda. Hasil uji Multikolinieritas membuktikan bahwa tidak terjadi multikolinieritas pada variable X1 dan X2. Sedangkan pada uji heterokedastisitas membuktikan bahwa titik-titik menyebar secara acak dan tidak membentuk suatu pola tertentu sehingga variable bebas tidak terjadi heterokedastisitas. Pada hasil analisis linier berganda membuktikan pengaruh *environmental knowledge* dan *environmental attitudes* secara simultan berpengaruh terhadap minat beli konsumen. Hasil penelitian juga menunjukkan secara parsial *environmental knowledge* berpengaruh positif terhadap minat beli konsumen, sedangkan *environmental attitudes* tidak berpengaruh signifikan dan positif terhadap minat beli.

Kata Kunci: Environmental Knowledge, Environmental Attitudes, Minat Beli.

ABSTRACT

**ANALYSIS ON THE INFLUENCES OF ENVIRONMENTAL KNOWLEDGE
AND ENVIRONMENTAL ATTITUDES TO THE INTEREST TO
PURCHASE ECO-FRIENDLY PRODUCTS**

A Study at Laundries

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This research was aimed to discover the influences of environmental knowledge and environmental attitudes to the interest of laundry-owners to purchase eco-friendly products. The research population consisted of 40 laundry-owners who used or bought eco-friendly products such as detergent, fabric fragrance and fabric softener. The research sample chosen using purposive sampling technique. The data were collected by distributing questionnaires to respondents (laundry-owners) who knew and used eco-friendly products. The data were analyzed using classic assumption tests (Multicollinearity Test and Heteroscedasticity Test) and Multiple Regression Test. The results of Multicollinearity showed that there was no multicollinearity on variable X1 and variable X2. The heteroscedasticity test showed that the spots spread randomly and did not make a certain pattern. Thus, there was no heteroscedasticity on the independent variables. The results of the multiple linear analysis showed that the environmental knowledge and environmental attitudes simultaneously influenced the customers' interest to purchase. This research also showed that the environmental knowledge partially had a positive influence to the customers' interest to purchase, but the environmental attitudes did not have a significant and positive influence to the purchasing interest.

Key Words: Environmental Knowledge, Environmental Attitudes, Purchasing Interest.