

ABSTRAK
PENGARUH LINGKUNGAN SOSIAL DAN GREEN MARKETING
TERHADAP GREEN PURCHASING BEHAVIOR DENGAN
ENVIRONMENTAL BEHAVIOR SEBAGAI VARIABEL MEDIASI
(Studi pada Mahasiswa Pencinta Alam di Daerah Istimewa Yogyakarta)

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2021

Penelitian ini bertujuan untuk mengetahui apakah: 1) Lingkungan sosial berpengaruh terhadap *environmental behavior*, 2) *Green marketing* berpengaruh terhadap *environmental behavior*, 3) Lingkungan sosial berpengaruh terhadap *green purchasing behavior*, 4) *Green marketing* berpengaruh terhadap *green purchasing behavior*, 5) *Environmental behavior* berpengaruh terhadap *green purchasing behavior*, 6) Lingkungan sosial dan *green marketing* berpengaruh secara simultan terhadap *environmental behavior*, 7) Lingkungan sosial dan *green marketing* berpengaruh secara simultan terhadap *green purchasing behavior*, 8) Lingkungan sosial berpengaruh terhadap *green purchasing behavior* dengan mediasi *environmental behavior*, 9) *Green marketing* berpengaruh terhadap *green purchasing behavior* dengan mediasi *environmental behavior*. Populasi penelitian ini adalah mahasiswa pencinta alam (mapala) di Daerah Istimewa Yogyakarta. Teknik pengambilan sampel penelitian ini menggunakan *purposive sampling* dan teknik pengumpulan data menggunakan kuesioner melalui *google form*. Metode analisis data penelitian ini adalah uji regresi dan analisis jalur, menggunakan program IBM SPSS 23. Hasil dalam penelitian ini menunjukkan: 1) Tidak ada pengaruh lingkungan sosial terhadap *environmental behavior*, 2) Terdapat pengaruh *green marketing* terhadap *environmental behavior*, 3) Tidak ada pengaruh lingkungan sosial terhadap *green purchasing behavior*, 4) Terdapat pengaruh *green marketing* terhadap *green purchasing behavior*, 5) Terdapat pengaruh *environmental behavior* terhadap *green purchasing behavior*, 6) Terdapat pengaruh simultan lingkungan sosial dan *green marketing* terhadap *environmental behavior*, 7) Terdapat pengaruh simultan lingkungan sosial dan *green marketing* terhadap *green purchasing behavior*, 8) Tidak ada pengaruh lingkungan sosial terhadap *green purchasing behavior* dengan mediasi *environmental behavior*, 9) Terdapat pengaruh *green marketing* terhadap *green purchasing behavior* dengan mediasi *environmental behavior*.

Kata kunci: Lingkungan Sosial, *Green Marketing*, *Environmental Behavior*, *Green Purchasing Behavior*

ABSTRACT
**THE INFLUENCE OF SOCIAL ENVIRONMENT AND GREEN
MARKETING TOWARD GREEN PURCHASING BEHAVIOR WITH
ENVIRONMENTAL BEHAVIOR AS A MEDIATING VARIABLE**
(The study on Members of Environmental and Adventure Activity Unit in
University in Special District of Yogyakarta)

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This study aims to find out whether: 1) Social environment influences the environmental behavior, 2) Green marketing influences environmental behavior, 3) Social environment influences the green purchasing behavior, 4) Green marketing influences the green purchasing behavior, 5) Environmental behavior influences the green purchasing behavior, 6) Social environment and green marketing have a simultaneous influence on environmental behavior, 7) Social environment and green marketing have a simultaneous influence on green purchasing behavior, 8) Social environment influences the green purchasing behavior mediated by environmental behavior, 9) Green marketing influences the green purchasing behavior mediated by environmental behavior. The population of this study is members of environmental and adventure activity unit in university in Yogyakarta Special Province. The sampling technique of this study used purposive sampling, and the data collection technique used questionnaires by google form. The data analysis method of this research is regression test and path analysis using the IBM SPSS 23 program. The results in this study showed: 1) The social environment did not influence environmental behavior, 2) Green marketing influenced environmental behavior, 3) The social environment did not influence green purchasing behavior, 4) Green marketing influenced green purchasing behavior, 5) Environmental behavior influenced green purchasing behavior, 6) There was a simultaneous influence of social environment and green marketing toward environmental behavior, 7) There is a simultaneous influence of social environment and green marketing toward green purchasing behavior, 8) Using the mediation of environmental behavior, the social environment did not influence green purchasing behavior, 9) Using the mediation of environmental behavior, green marketing influenced green purchasing behavior.

Keywords: Social Environment, Green Marketing, Environmental Behavior, Green Purchasing Behavior