

ABSTRAK

PENGARUH GREEN PRODUCT, GREEN PRICE, GREEN PROMOTION TERHADAP MINAT BELI BOTOL MINUM TUPPERWARE

(Studi pada Mahasiswa-mahasiswi Akif Fakultas Ekonomi, Universitas Sanata
Dharma Yogyakarta)

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2024

Penelitian ini bertujuan untuk mengetahui: (1) untuk mengetahui pengaruh secara simultan terhadap *green product*, *green price*, dan *green promotion* terhadap minat beli botol minum Tupperware, (2) untuk mengetahui pengaruh secara parsial *green product* terhadap minat beli botol minum Tupperware, (3) untuk mengetahui pengaruh secara parsial *green price* terhadap minat beli botol minum Tupperware, (4) untuk mengetahui pengaruh secara parsial *green promotion* terhadap minat beli botol minum Tupperware. Teknik pengambilan sampel menggunakan *purposive sampling*. Populasi dari penelitian ini adalah mahasiswa – mahasiswi aktif Fakultas Ekonomi, Universitas Sanata Dharma Yogyakarta sejumlah 101 responden. Data diperoleh dengan membagikan kuesioner tentang *green product*, *green price*, *green promotion*, dan minat beli. Uji instrumen penelitian ini menggunakan uji validitas dan uji reliabilitas. Teknik analisis data yang digunakan pada penelitian ini adalah analisis regresi linier berganda dengan menggunakan SPSS 26. Hasil dari penelitian ini menunjukkan bahwa: (1) *Green product*, *green price*, dan *green promotion* secara simultan berpengaruh terhadap minat beli botol minum Tupperware, (2) *Green product* secara parsial tidak berpengaruh terhadap minat beli botol minum Tupperware, (3) *Green price* secara parsial berpengaruh terhadap minat beli botol minum Tupperware, (4) *Green promotion* secara parsial berpengaruh terhadap minat beli botol minum Tupperware.

Kata kunci: *Green Product*, *Green Price*, *Green Promotion*, Minat Beli

ABSTRACT

THE INFLUENCE OF GREEN PRODUCT, GREEN PRICE, AND GREEN PROMOTION ON PURCHASE INTENTION FOR TUPPERWARE WATER BOTTLES

(A Study on Active Students of the Faculty of Economics, Sanata Dharma University, Yogyakarta)

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This research aims to determine: (1) the simultaneous influence of green product, green price, and green promotion on purchase intention for Tupperware water bottles, (2) the partial influence of green product on purchase intention for Tupperware water bottles, (3) the partial influence of green price on purchase intention for Tupperware water bottles, and (4) the partial influence of green promotion on purchase intention for Tupperware water bottles. The sampling technique used is purposive sampling. The population of this research consists of 101 active students from the Faculty of Economics, Sanata Dharma University Yogyakarta. Data was collected by distributing a questionnaire regarding green product, green price, green promotion, and purchase intention. The research instrument was tested using validity and reliability tests. The data analysis technique applied in this research is multiple linear regression analysis using SPSS 26. The results of this research indicate that: (1) green product, green price, and green promotion simultaneously influence purchase intention for Tupperware water bottles, (2) green product has no partial influence on purchase intention for Tupperware water bottles, (3) green price has a partial influence on purchase intention for Tupperware water bottles, and (4) green promotion has a partial influence on purchase intention for Tupperware water bottles.

Keywords: Green Product, Green Price, Green Promotion, Purchase Intention