

ABSTRAK

PENGARUH ATTITUDE, SUBJECTIVE NORM, PERCEIVED BEHAVIORAL CONTROL, DAN BEHAVIORAL INTENTIONS TERHADAP GREEN PRODUCT PURCHASE DECISION

(Studi Kasus: Mahasiswa Universitas Sanata Dharma Prodi Akuntansi)

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Penelitian ini bertujuan untuk meneliti pengaruh *attitude*, *subjective norm*, *perceived behavioral control*, dan *behavioral intentions* terhadap *green product purchase decision*. Penelitian ini mengadopsi *Theory of Planned Behavior* untuk mengukur suatu perilaku. Terdapat variabel mediasi yang digunakan sebagai perantara terhadap variabel lainnya. Penelitian ini juga membuktikan apakah terjadi proses mediasi atau tidak.

Jenis penelitian yang digunakan adalah metode penelitian kuantitatif. Data penelitian merupakan data primer yang diperoleh melalui kuesioner. Populasi dalam penelitian ini adalah mahasiswa Program Studi Akuntansi Universitas Sanata Dharma angkatan 2021, 2022, dan 2023. Pengambilan sampel menggunakan *probability sampling* dan memperoleh jumlah responden sebanyak 240 orang. Teknik analisis data menggunakan *Partial Least Square* yaitu SmartPLS 4.

Hasil penelitian menunjukkan adanya pengaruh langsung antara *attitude* terhadap *green product purchase decision*, tidak terdapat pengaruh langsung antara *subjective norm* dan *perceived behavioral control* terhadap *green product purchase decision*. Analisis selanjutnya menunjukkan terdapat pengaruh antara *attitude*, *subjective norm*, dan *perceived behavioral control* terhadap *green product purchase decision* dengan dimediasi oleh *behavioral intentions*.

Kata kunci: keputusan pembelian, produk hijau, perilaku

ABSTRACT

PENGARUH ATTITUDE, SUBJECTIVE NORM, PERCEIVED BEHAVIORAL CONTROL, DAN BEHAVIORAL INTENTIONS TERHADAP GREEN PRODUCT PURCHASE DECISION

(Case Study: Accounting Study Program of Sanata Dharma University Students)

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This study aims to examine the effect of attitude, subjective norm, perceived behavioral control, and behavioral intentions on green product purchase decision. It adopts the Theory of Planned Behavior to measure a comportment with mediating variables that are used as intermediaries for other variables while also proving whether the mediation process occurs or not.

The type of investigation used is quantitative research method, with primary data, obtained using a questionnaire. The population were students of the Accounting Study Program of Sanata Dharma University class of 2021, 2022, and 2023. The research approach is founded on probability sampling based on a total of 240 respondents. The data analysis technique uses Partial Least Square, SmartPLS 4.

The results showed that green product purchase decision is directly influenced by attitude, but not by subjective norm and perceived behavioral control. Futher analysis showed that green product purchase decision is influenced by attitude, subjective norm, and perceived behavioral control mediated by behavioral intentions.

Keywords: purchase decision, green product, behavioral intentions