

ABSTRAK
PENGARUH GREEN MARKETING MIX TERHADAP GREEN
PURCHASE INTENTION DIMEDIASI OLEH CONSUMER
ATTITUDE

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh *green product* terhadap *green purchase intention* (2) pengaruh *green price* terhadap *green purchase intention*, (3) pengaruh *green place* terhadap *green purchase intention*, (4) pengaruh *green promotion* terhadap *green purchase intention*, (5) pengaruh *green product* terhadap *consumer attitude*, (6) pengaruh *green price* terhadap *consumer attitude*, (7) pengaruh *green place* terhadap *consumer attitude*, (8) pengaruh *green promotion* terhadap *consumer attitude*, (9) pengaruh *consumer attitude* terhadap *green purchase intention* (10) pengaruh *green product* terhadap *green purchase intention* dengan *consumer attitude* sebagai variabel mediasi (11) pengaruh *green price* terhadap *green purchase intention* dengan *consumer attitude* sebagai variabel mediasi (12) pengaruh *green place* terhadap *green purchase intention* dengan *consumer attitude* (13) pengaruh *green promotion* terhadap *green purchase intention* dengan *consumer attitude* sebagai variabel mediasi. Populasi yang digunakan pada penelitian ini adalah konsumen sudah melakukan pembelian produk Pepes Tuna Devero minimal dua kali baik secara *online* maupun *offline* dan konsumen berdomisili di Yogyakarta. Teknik pengambilan sampel menggunakan *non probability sampling*. Data diperoleh dengan membagikan kuesioner tentang *green product*, *green price*, *green place*, *green promotion*, *green purchase intention*, dan *consumer attitude* kepada 130 responden. Teknik analisis data menggunakan *Partial Least Square* (PLS). Hasil penelitian menunjukkan bahwa: 1) *green product* tidak berpengaruh terhadap *green purchase intention*. 2) *green price* berpengaruh terhadap *green purchase intention*. 3) *green place* tidak berpengaruh terhadap *green purchase intention*. 4) *green promotion* berpengaruh terhadap *green purchase intention*. 5) *green product* tidak berpengaruh terhadap *consumer attitude*. 6) *green price* tidak berpengaruh terhadap *consumer attitude*. 7) *green place* berpengaruh terhadap *consumer attitude*. 8) *green promotion* berpengaruh terhadap *consumer attitude*. 9) *consumer attitude* berpengaruh terhadap *green purchase intention*. 10) *green product* tidak berpengaruh terhadap *green purchase intention* melalui *consumer attitude* sebagai mediasi. 11) *green price* tidak berpengaruh terhadap *green purchase intention* melalui *consumer attitude* sebagai mediasi. 12) *green place* berpengaruh terhadap *green purchase intention* melalui *consumer attitude* sebagai mediasi. 13) *green promotion* berpengaruh terhadap *green purchase intention* melalui *consumer attitude* sebagai mediasi.

Kata Kunci: *Green Marketing mix, Green Product, Green Price, Green Place, Green Promotion, Consumer Attitude, dan Green Purchase Intention*

ABSTRACT

THE EFFECT OF GREEN MARKETING MIX ON GREEN PURCHASE INTENTION MEDIATED BY CONSUMER ATTITUDE

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This study aims to determine: (1) the effect of green products on green purchase intention (2) the effect of green price on green purchase intention, (3) the effect of green place on green purchase intention, (4) the effect of green promotion on green purchase intention, (5) the effect of green products on consumers, (6) the effect of green price on consumer attitude, (7) the effect of green place on consumer attitude, (8) the effect of green promotion on consumer attitude, (9) the effect of consumer attitude on green purchase intention (10) the effect of green products on green purchase intention with consumer attitude as a mediating variable (11) the effect of green price on green purchase intention with consumer attitude as a mediating variable (12) the effect of green place on green purchase intention with consumer attitude (13) the effect of green promotion on green purchase intention with consumer attitude as a mediating variable. The population used in this study were consumers who had purchased Pepes Tuna Devero products at least twice, both online and offline, and consumers domiciled in Yogyakarta. The sampling technique used non-probability sampling. Data were obtained by distributing questionnaires about green product, green price, green place, green promotion, green purchase intention, and consumer attitude to 130 respondents. The data analysis technique used Partial Least Square (PLS). The results of the study showed that: 1) green product does not affect green purchase intention. 2) green price affects green purchase intention. 3) green place does not affect green purchase intention. 4) green promotion affects green purchase intention. 5) green product does not affect consumer attitude. 6) green price does not affect consumer attitude. 7) green place affects consumer attitude. 8) green promotion affects consumer attitude. 9) consumer attitude affects green purchase intention. 10) green product does not affect green purchase intention through consumer attitude as mediation. 11) green price does not affect green purchase intention through consumer attitude as mediation. 12) green place affects green purchase intention through consumer attitude as mediation. 13) green promotion affects green purchase intention through consumer attitude as mediation.

Keywords: Green Marketing mix, Green Product, Green Price, Green Place, Green Promotion, Consumer Attitude, and Green Purchase Intention