

ABSTRAK

PENGARUH ENVIRONMENTAL CONCERN, ATTITUDE, SUBJECTIVE NORMS, PERCEIVED BEHAVIORAL CONTROL TERHADAP PURCHASE BEHAVIOR DENGAN PURCHASE INTENTION SEBAGAI VARIABEL MEDIASI

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Penelitian ini bertujuan untuk mengetahui pengaruh *Environmental Concern*, *Attitude*, *Subjective Norms*, dan *Perceived Behavioral Control* terhadap *Green Purchase Behavior* produk *green skincare* Avoskin, melalui *Green Purchase Intention* sebagai variabel mediasi. Populasi pada penelitian ini adalah konsumen yang sudah pernah membeli dan menggunakan *skincare* Avoskin di D.I Yogyakarta. Penelitian ini menggunakan teknik pengambilan sampel *non probability sampling* dengan metode *purposive sampling*. Penelitian ini menggunakan 125 responden sebagai sampel yang datanya diperoleh melalui penyebaran kuesioner *online* dalam bentuk *Google Form*. Teknik analisis pada penelitian ini adalah *Partial Least Square* dengan aplikasi SmartPLS 3. Hasil penelitian ini menunjukkan bahwa, *Environmental Concern* tidak memiliki pengaruh langsung maupun tidak langsung terhadap *Green Purchase Behavior* melalui *Green Purchase Intention* (*no influence & no mediation*). *Attitude* tidak berpengaruh secara langsung terhadap *Green Purchase Behavior*, namun memiliki pengaruh tidak langsung melalui *Green Purchase Intention* (*full mediation*). *Subjective Norms* memiliki pengaruh positif dan signifikan terhadap *Green Purchase Behavior*, baik secara langsung maupun melalui *Green Purchase Intention* (*partial mediation*). *Perceived Behavioral Control* memiliki pengaruh langsung yang signifikan terhadap *Green Purchase Behavior*, tetapi tidak memiliki pengaruh tidak langsung melalui *Green Purchase Intention* (*no mediation*).

Kata kunci: *Environmental Concern, Attitude, Subjective Norms, Perceived Behavioral Control, Green Purchase Behavior.*

ABSTRACT

**THE INFLUENCE OF ENVIRONMENTAL CONCERN, ATTITUDE,
SUBJECTIVE NORMS, PERCEIVED BEHAVIORAL CONTROL
TOWARDS PURCHASE BEHAVIOR WITH PURCHASE INTENTION
AS MEDIATING VARIABLE**

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This study aims to determine the influence of Environmental Concern, Attitude, Subjective Norms, and Perceived Behavioral Control on Green Purchase Behavior of Avoskin green skincare products, through Green Purchase Intention as mediating variable. The population in this study are consumers who have bought and used Avoskin skincare in D.I Yogyakarta. This study uses non-probability sampling technique with purposive sampling method. This study used 125 respondents as a sample obtained through distributing online questionnaires in the form of Google Form. The analysis technique in this study is Partial Least Square with the SmartPLS 3 application. The results of this study indicate that, Environmental Concern had no direct or indirect influence on Green Purchase Behavior through Green Purchase Intention (no influence & no mediation). Attitude had no direct influence on Green Purchase Behavior, but had indirect influence through Green Purchase Intention (full mediation). Subjective Norms had a positive and significant influence on Green Purchase Behavior, both directly and through Green Purchase Intention (partial mediation). Perceived Behavioral Control had a significant direct influence on Green Purchase Behavior, but had no indirect influence through Green Purchase Intention (no mediation).

Keywords: Environmental Concern, Attitude, Subjective Norms, Perceived Behavioral Control, Green Purchase Behavior.