

ABSTRAK

PENGARUH KOMPONEN PLANNED BEHAVIOUR DAN GREEN SCEPTICISM TERHADAP GREEN PURCHASE BEHAVIOUR YANG DIMEDIASI GREEN PURCHASE INTENTIONS (Studi Kasus Pada Konsumen Garnier di Yogyakarta)

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Penelitian ini bertujuan untuk mengetahui: (1) Pengaruh *attitude* terhadap *green purchase behaviour* yang dimediasi *green purchase intentions*, (2) Pengaruh *subjective norms* terhadap *green purchase behaviour* yang dimediasi *green purchase intentions*, (3) Pengaruh *perceived behaviour control* terhadap *green purchase behaviour* yang dimediasi *green purchase intentions*, (4) Pengaruh *green scepticism* terhadap *green purchase behaviour* yang dimediasi *green purchase intentions*. Populasi dalam penelitian ini adalah konsumen Garnier di Daerah Istimewa Yogyakarta. Dalam penelitian ini, teknik pengambilan sampel yang digunakan adalah *non probability sampling* dengan metode *purposive sampling*. Pengambilan data menggunakan *google form*. Diperoleh responden sebanyak 101 orang. Data yang dapat digunakan dalam penelitian ini hanya sebanyak 96 responden. Teknik analisis data yang digunakan adalah *Partial Least Square (PLS)* dengan menggunakan aplikasi SmartPLS 4.1.1.1. Hasil dari penelitian ini menunjukkan bahwa: (1) *attitude* tidak berpengaruh terhadap *green purchase behaviour* melalui *green purchase intention* sebagai variabel mediasi (*direct-only, non-mediation*), (2) *subjective norms* berpengaruh terhadap *green purchase behaviour* melalui *green purchase intention* sebagai mediasi (*indirect only mediation*), (3) *perceived behaviour control* berpengaruh terhadap *green purchase behaviour* melalui *green purchase intention* sebagai mediasi (*indirect only mediation*) (4) *green scepticism* tidak berpengaruh terhadap *green purchase behaviour* melalui *green purchase intention* sebagai mediasi (*no-effect, non-mediation*).

Kata Kunci: *Attitude, Subjective Norms, Perceived Behaviour Control, Green Scepticism, Green Purchase Behaviour, Green Purchase Intentions*

ABSTRACT

**THE EFFECT OF PLANNED BEHAVIOR AND GREEN SCEPTICISM
COMPONENTS ON GREEN PURCHASE BEHAVIOR MEDIATED BY
GREEN PURCHASE INTENTIONS**

(Case Study on Garnier Consumers in Yogyakarta)

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This study aims to determine: (1) The effect of attitude on green purchase behavior mediated by green purchase intentions, (2) The effect of subjective norms on green purchase behavior mediated by green purchase intentions, (3) The effect of perceived behavior control on green purchase behavior mediated by green purchase intentions, (4) The effect of green scepticism on green purchase behavior mediated by green purchase intentions. The population in this study was Garnier consumers in the Special Region of Yogyakarta. In this study, the sampling technique used was non probability sampling with purposive sampling method. Data collection using google form. Obtained respondents as many as 101 people. The data that can be used in this study are only 96 respondents. The data analysis technique used is Partial Least Square (PLS) using the SmartPLS 4.1.1.1 application. The results of this study indicate that: (1) attitude has no effect on green purchase behavior through green purchase intention as a mediating variable (direct-only, non-mediation), (2) subjective norms affect green purchase behavior through green purchase intention as mediation (indirect only mediation) (3) perceived behavior control affects green purchase behavior through green purchase intention as mediation (indirect only mediation) (4) green scepticism has no effect on green purchase behavior through green purchase intention as mediation (no-effect, non-mediation).

Keywords: Attitude, Subjective Norms, Perceived Behavior Control, Green Skepticism, Green Purchase Behavior, Green Purchase Intentions