

**ABSTRAK**

**PENGARUH *ENVIRONMENTAL KNOWLEDGE*, *ENVIRONMENTAL AWARENESS*, DAN PERSEPSI RAMAH LINGKUNGAN TERHADAP KEPUTUSAN PEMBELIAN ULANG IKAN SARDEN ABC di KOTA YOGYAKARTA**

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Penelitian ini bertujuan untuk mengetahui pengaruh *Environmental Knowledge*, *Environmental Awareness*, dan Persepsi Ramah Lingkungan terhadap keputusan pembelian ulang produk ikan sarden merek ABC. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei melalui penyebaran kuesioner kepada responden. Populasi dalam penelitian ini adalah konsumen yang pernah membeli produk ikan sarden merek ABC. Teknik pengambilan sampel menggunakan metode *non-probability sampling* dengan teknik *purposive sampling*. Jumlah responden dalam penelitian ini sebanyak 155 responden. Teknik analisis data yang digunakan dalam penelitian ini adalah analisis regresi linear berganda dengan program SPSS Versi 31. Sebelum dilakukan analisis regresi, terlebih dahulu dilakukan uji asumsi klasik yang meliputi uji normalitas, uji multikolinearitas, uji heteroskedastisitas, dan uji linearitas. Hasil penelitian menunjukkan bahwa *Environmental Knowledge* tidak berpengaruh terhadap keputusan pembelian ulang produk ikan sarden merek ABC. Sementara itu, *Environmental Awareness* dan Persepsi Ramah Lingkungan berpengaruh terhadap keputusan pembelian ulang produk ikan sarden merek ABC.

Kata kunci: *Environmental knowledge*, *environmental awareness*, persepsi ramah lingkungan, keputusan pembelian ulang.

**ABSTRACT**

***THE INFLUENCE OF ENVIRONMENTAL KNOWLEDGE,  
ENVIRONMENTAL AWARENESS, AND GREEN PERCEPTION ON  
REPURCHASE DECISIONS OF ABC SARDINE PRODUCTS IN  
YOGYAKARTA CITY***

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*This study aims to examine the influence of Environmental Knowledge, Environmental Awareness, and Green Perception on the repurchase decision of ABC brand sardine products. This research uses a quantitative approach with a survey method by distributing questionnaires to respondents. The population in this study consists of consumers who have purchased ABC brand sardine products. The sampling technique used in this research is non-probability sampling with a purposive sampling method. The total number of respondents in this study was 155 respondents. The data analysis method technique in this study is multiple linear regression analysis with the SPSS program Version 31. Before conducting the regression analysis, classical assumption tests were carried out, including normality test, multicollinearity test, heteroscedasticity test, and linearity test. The results of this study indicate that Environmental Knowledge does not influence the repurchase decision of ABC brand sardine products. Meanwhile, Environmental Awareness and Green Perception have a positive and significant influence on the repurchase decision of ABC brand sardine products.*

*Keywords: Environmental knowledge, environmental awareness, green perception, repurchase decision.*