

**PENGARUH *PRODUCT TRANSFORMATION SALIENCE* (PTS)
TERHADAP *GREEN PURCHASE INTENTION* PRODUK DAUR ULANG
RAMAH LINGKUNGAN DENGAN *ENVIRONMENTAL AWARENESS*
SEBAGAI VARIABEL MODERASI PADA MAHASISWA DI DAERAH
ISTIMEWA YOGYAKARTA**

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh *product transformation salience* terhadap *green purchase intention* produk daur ulang ramah lingkungan dengan *environmental awareness* sebagai variabel moderasi pada mahasiswa di Daerah Istimewa Yogyakarta. Teknik pengambilan sampel dalam penelitian ini menggunakan teknik *purposive sampling*, dengan jumlah responden sebanyak 135 mahasiswa. Data primer dalam penelitian ini dikumpulkan menggunakan metode kuesioner melalui *google form* yang telah diuji validitas dan reliabilitasnya. Analisis data dalam penelitian ini menggunakan analisis deskriptif, uji instrumen yang meliputi uji validitas dan reliabilitas, uji asumsi klasik yang meliputi uji normalitas, heteroskedastisitas, linearitas dan uji hipotesis yang meliputi uji t, koefisien determinasi dan *moderated regression analysis* (MRA). Teknik analisis data menggunakan regresi linear sederhana, dengan bantuan program IBM SPSS *Statistic* versi 26. Hasil penelitian menunjukkan bahwa *product transformation salience* berpengaruh positif dan signifikan terhadap *green purchase intention* dan *environmental awareness* memoderasi atau memperkuat hubungan antara *product transformation salience* dan *green purchase intention*.

Kata Kunci: *Product Transformation Salience, Green Purchase Intention, Environmental Awareness*

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***THE INFLUENCE OF PRODUCT TRANSFORMATION SALIENCE (PTS)
ON GREEN PURCHASE INTENTION OF ENVIRONMENTALLY
FRIENDLY RECYCLED PRODUCTS WITH ENVIRONMENTAL
AWARENESS AS A MODERATING VARIABLE IN STUDENTS IN THE
SPECIAL REGION OF YOGYAKARTA***

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Abstract

This study aimed to analyze the influence of product transformation salience on the green purchase intention of environmentally friendly recycled products, with environmental awareness as a moderating variable, among students in the Special Region of Yogyakarta. The sampling technique employed was purposive sampling, with a total of 135 students as respondents. Primary data were collected using a questionnaire distributed via Google Forms, which had been tested for validity and reliability. The data analysis involved descriptive analysis, instrument testing (including validity and reliability tests), classical assumption tests (such as normality, heteroscedasticity, and linearity tests), as well as hypothesis testing, which included t-tests, coefficient of determination, and moderated regression analysis (MRA). Simple linear regression analysis was performed using IBM SPSS Statistics version 26. The results indicated that product transformation salience had a positive and significant effect on green purchase intention, and that environmental awareness moderated, or strengthened, the relationship between product transformation salience and green purchase intention.

Keywords: *Product Transformation Salience, Green Purchase Intention, Environmental Awareness*