

PENGARUH ENVIRONMENTAL CONSCIOUSNESS, ENVIRONMENTAL KNOWLEDGE, DAN WILLINGNESS TO BE ENVIRONMENTAL FRIENDLY TERHADAP GREEN PURCHASE BEHAVIOR PRODUK RUMAH TANGGA RAMAH LINGKUNGAN DENGAN GREEN PURCHASE INTENTION SEBAGAI VARIABEL INTERVENING PADA MAHASISWA DI DAERAH ISTIMEWA YOGYAKARTA

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh *environmental consciousness*, *environmental knowledge*, dan *willingness to be environmental friendly* terhadap *green purchase behavior* produk rumah tangga ramah lingkungan dengan *green purchase intention* sebagai variabel intervening pada mahasiswa di Daerah Istimewa Yogyakarta. Metode yang digunakan dalam pengambilan sampel adalah *purposive sampling* sejumlah 153 responden. Pengumpulan data primer dilakukan dengan metode koesioner 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, uji multikolinearitas, dan uji heterokedastisitas, uji hipotesis yang meliputi uji t parsial, uji koefisien deteminasi, dan uji sobel. Teknik analisis data menggunakan uji regresi berganda dengan bantuan program IBM SPSS *Statistic* versi 26. Hasil penelitian menunjukkan bahwa *environmental consciousness*, *environmental knowledge*, dan *willingness to be environmental friendly* berpengaruh positif dan signifikan terhadap *green purchase intention*. *environmental consciousness*, *environmental knowledge*, dan *green purchase intention* berpengaruh positif dan signifikan terhadap *green purchase behavior*. Namun, *willingness to be environmental friendly* memiliki pengaruh positif tetapi tidak signifikan terhadap *green purchase behavior*. Dari hasil perhitungan *sobel test* menunjukkan bahwa *green purchase intention* memediasi pengaruh *environmental consciousness*, *environmental knowledge*, dan *willingness to be environmental friendly* terhadap *green purchase behavior*.

Kata Kunci: *Environmental Consciousness, Environmental Knowledge, Willingness to be Environmental Friendly, Green Purchase Intention dan Green Purchase Behavior*

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***THE INFLUENCE OF ENVIRONMENTAL CONSCIOUSNESS,
ENVIRONMENTAL KNOWLEDGE, AND WILLINGNESS TO BE
ENVIRONMENTALLY FRIENDLY ON GREEN PURCHASE BEHAVIOR OF
ECO-FRIENDLY HOUSEHOLD PRODUCTS WITH GREEN PURCHASE
INTENTION AS AN INTERVENING VARIABLE AMONG UNIVERSITY
STUDENTS IN THE SPECIAL REGION OF YOGYAKARTA***

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Abstract

This study aims to analyze the influence of environmental consciousness, environmental knowledge, and willingness to be environmentally friendly on the green purchase behavior of eco-friendly household products, with green purchase intention as an intervening variable among university students in the Special Region of Yogyakarta. The sampling method used was purposive sampling, with a total of 153 respondents. Primary data collection was conducted through a questionnaire that had been tested for validity and reliability. Data analysis in this study includes descriptive analysis, instrument testing (validity and reliability tests), classical assumption tests (normality test, multicollinearity test, and heteroscedasticity test), and hypothesis testing (partial t-test, coefficient of determination test, and Sobel test). A data analysis technique employing multiple regression analysis was used with IBM SPSS Statistics version 26. The study's results showed that environmental consciousness, environmental knowledge, and willingness to be environmentally friendly have a positive and significant impact on green purchase intention. Environmental consciousness, environmental knowledge, and green purchase intention have a positive and significant influence on green purchase behavior. However, a willingness to be environmentally friendly has a positive but not statistically significant effect on green purchase behavior. The results of the Sobel test indicate that green purchase intention mediates the influence of environmental consciousness, environmental knowledge, and willingness to be environmentally friendly on green purchase behavior.

Keywords: *Environmental Consciousness, Environmental Knowledge, Willingness to be Environmentally Friendly, Green Purchase Intention, and Green Purchase Behavior*