


**PENGARUH *GREEN PRODUCT* DAN *WORD OF MOUTH (WOM)* DI ERA  
*ECO-FRIENDLY* TERHADAP KEPUTUSAN PEMBELIAN MELALUI  
MINAT BELI SEBAGAI INTERVENING PADA KONSUMEN  
*COFFEESHOP* DI YOGYAKARTA**

**Zandiga Irsa Pratama**

**Abstrak**

Penelitian ini di latar belakang oleh konsep *green product* dan *Word of Mouth* (WOM) yang memainkan peran penting dalam membentuk minat beli dan keputusan pembelian konsumen, terutama di industri *coffeeshop* yang semakin berkembang di Yogyakarta. Sehingga penelitian ini bertujuan untuk mengetahui pengaruh *Green Product* dan *Word Of Mouth* terhadap Keputusan Pembelian melalui Minat Beli sebagai variabel *intervening* pada konsumen *coffeeshop* di Yogyakarta. Data yang digunakan dalam penelitian ini adalah data primer, pengumpulan data dilakukan penyebaran kuesioner secara langsung yang telah di uji validitas dan reliabilitasnya. Populasi dalam penelitian ini adalah konsumen *coffeeshop* Sapulu Coffe / Svarga Flora / Tiga Roepa / Dongeng Coffe. Sampel yang diambil dari penelitian ini sebanyak 76 responden dengan metode *purposive sampling*. Pengujian hipotesis pada penelitian ini menggunakan SEM-PLS dengan bantuan *SmartPLS 4*. Temuan yang diperoleh dalam penelitian ini menunjukkan: (1) *Green Product* terbukti berpengaruh positif dan signifikan terhadap minat beli; (2) *Word of Mouth* (WOM) tidak berpengaruh signifikan terhadap minat beli; (3) *Green product* berpengaruh positif dan signifikan terhadap keputusan pembelian; (4) *Word of Mouth* (WOM) tidak berpengaruh signifikan terhadap keputusan pembelian; (5) Minat beli berpengaruh positif dan signifikan terhadap keputusan pembelian; (6) Minat beli terbukti mampu memediasi pengaruh *green product* terhadap keputusan pembelian; (7) Minat beli tidak mampu memediasi pengaruh *Word of Mouth* terhadap keputusan pembelian.

**Kata Kunci:** *Green Product, Word of Mouth (WoM), Minat Beli dan Keputusan Pembelian.*

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**THE INFLUENCE OF GREEN PRODUCTS AND WORD OF MOUTH (WOM) IN THE ECO-FRIENDLY ERA ON PURCHASE DECISIONS THROUGH PURCHASE INTENTION AS AN INTERVENING VARIABLE AMONG COFFEESHOP CONSUMERS IN YOGYAKARTA**

**Zandiga Irsa Pratama**

**Abstract**

*This study is based on the concepts of green products and Word of Mouth (WOM), which play an important role in shaping purchase intention and consumer purchase decisions, especially in the rapidly growing coffee shop industry in Yogyakarta. Therefore, this study aims to examine the influence of Green Products and Word of Mouth on Purchase Decisions, with Purchase Intention as an intervening variable, among coffeeshop consumers in Yogyakarta. The data used in this study were primary, collected through directly distributed questionnaires that had previously been tested for validity and reliability. The population in this study consists of consumers of Sapulu Coffee / Svarga Flora / Tiga Roepa / Dongeng Coffee. The sample consisted of 76 respondents, selected using the purposive sampling method. Hypothesis testing in this study used SEM-PLS with SmartPLS 4. The findings of this study indicate: (1) Green Products have a positive and significant effect on purchase intention; (2) Word of Mouth (WOM) does not have a significant effect on purchase intention; (3) Green Products have a positive and significant effect on purchase decisions; (4) Word of Mouth (WOM) does not have a significant effect on purchase decisions; (5) Purchase intention has a positive and significant effect on purchase decisions; (6) Purchase intention is proven to mediate the effect of green products on purchase decisions; (7) Purchase intention cannot mediate the effect of Word of Mouth on purchase decisions.*

**Keywords:** *Green Product, Word of Mouth (WOM), Purchase Intention, and Purchase Decision.*