

ABSTRAK

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Pengaruh *interpersonal influence*, *altruism*, dan *environment knowledge* terhadap *green purchasing behavior* konsumen *The Body Shop* yang dimediasi oleh *environment attitude*.

(xliiii + 97 halaman; 23 tabel; 8 gambar; 3 lampiran)

Penelitian ini dilakukan untuk mengetahui hubungan antara *interpersonal influence*, *altruism*, *environment knowledge* dan *green purchasing behaviour* yang dimediasi oleh *environment attitude* terhadap konsumen *The Body Shop* di wilayah Jakarta, Tangerang, Depok, Bekasi dan Medan. Penelitian ini dilakukan dengan menggunakan pendekatan kuantitatif. Data yang digunakan pada penelitian ini dikumpulkan melalui instrument berupa kuesioner elektronik yaitu *Google Form*, dengan jumlah sampel 210 responden yang menjadi pembeli produk ramah lingkungan *The Body Shop* khususnya di daerah Jakarta, Tangerang, Depok, Bekasi dan Medan. Penelitian ini dilakukan dalam jangka waktu kurang lebih 3 bulan. Penelitian ini menggunakan metode analisa *Smart Partial Least Squares (SmartPLS)*.

Hasil dari penelitian ini menunjukkan bahwa *interpersonal influence* berpengaruh positif terhadap *environment attitude*; *altruism* berpengaruh positif terhadap *environment attitude*; *environment knowledge* tidak berpengaruh positif terhadap *environment attitude*; dan *environment attitude* berpengaruh positif terhadap *green purchasing behaviour*. Implikasi manajerial yang dapat diberikan dari penelitian ini adalah pemasar dapat meningkatkan pengetahuan konsumen terhadap lingkungan sehingga dapat mendorong konsumen untuk memperhatikan sikap mereka terhadap lingkungan dan dapat menimbulkan perilaku pembelian produk ramah lingkungan konsumen.

Referensi : 121 (1903-2020)

Kata Kunci: *interpersonal influence*, *altruism*, *environment knowledge green purchasing behavior*, *environment attitude*

ABSTRACT

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The influence of interpersonal influence, altruism, and environment knowledge towards green purchasing behavior konsumen The Body Shop with environment attitude as mediation.

(xliiii + 97 pages; 23 table; 8 image; 3 appendix)

This research was conducted to determine the relationship between interpersonal influence, altruism, environmental knowledge and green purchasing behaviour mediated by environmental attitudes towards consumers of The Body Shop in the Jakarta, Tangerang, Depok, Bekasi and Medan areas. This research was conducted using a quantitative approach. The data used in this study were collected through an instrument in the form of an electronic questionnaire, namely Google Form, which consists of 21 indicators and the number of respondents in this study is 210 respondents who are buyers of green products The Body Shop especially those who are in Jakarta, Tangerang, Depok, Bekasi dan Medan. This research take up more or less 3 month to conduct this research. Respondents consisted of 47 men and 163 women. The study was conducted on respondents of all ages because The Body Shop consumers included all ages. This study uses the Smart Partial Least Squares (SmartPLS) analysis method.

The results of this study indicate that interpersonal influence has a positive effect on environment attitude; altruism has a positive effect on environment attitude; environment knowledge has no positive effect on environment attitude; and environment attitude has a positive effect on green purchasing behaviour. The managerial implication that can be given from this research is that marketers can increase consumer knowledge of the environment so that it can encourage consumers to pay attention to their attitudes towards the environment and can lead to consumer buying behaviour for environmentally friendly products.

Reference: 121 (1903-2020)

Keywords: interpersonal influence, altruism, environment knowledge of green purchasing behavior, environment attitude.