

## ABSTRAK

Penelitian ini dilakukan untuk melihat faktor apa saja yang mempengaruhi *purchase intention* seorang konsumen dalam membeli *green products* dalam konteks *social media marketing*. Penelitian ini akan menggunakan metode penelitian kuantitatif dan *purposive sampling* sebagai teknik pengumpulan sampel. Sampel disebar kepada 245 individu dan sampel dalam penelitian ini adalah orang yang belum pernah melakukan pembelian terhadap *green products* dan orang yang berumur minimal 17 tahun. PLS-SEM akan digunakan untuk menganalisa data. Penelitian ini menemukan bahwa *product knowledge* berpengaruh positif terhadap *purchase intention*, tetapi *attitude*, *subjective norms*, *perceived behavioral control*, *price consciousness* dan *perceived consumer effectiveness* tidak terbukti memiliki pengaruh terhadap *purchase intention*. Penelitian ini juga menemukan pengaruh dari *social media marketing* terhadap *subjective norms*, *perceived consumer effectiveness* dan *product knowledge*, tetapi tidak ditemukan adanya pengaruh terhadap *price consciousness*. Penelitian ini hanya berfokus kepada *purchase intention* dari *green products*, sehingga harus dilakukan penelitian lebih lanjut untuk melihat *purchase behavior* konsumen terhadap sebuah *green product* yang spesifik.

**Kata Kunci:** *Purchase Intention, Attitude, Subjective Norms, Perceived Behavioral Control, Price Consciousness, Perceived Consumer Effectiveness, Product Knowledge, Social Media Marketing.*

## ABSTRACT

*This research was conducted to see the factors affecting consumer's purchase intention in buying green products in the context of social media marketing. This research used quantitative method and purposive sampling as the sampling technique. The sample used in this research are individuals who has never bought any kind of green products and has the age of 17 years old or older, the sample was taken from 245 different individuals. SEM-PLS is used in this research to analyze the data. This research indicates that product knowledge has positively affects consumer purchase intentions, but attitude, subjective norms, perceived behavioral control, price consciousness and perceived consumer effectiveness doesn't have any positive effects on consumer's purchase intention. This research also found that social media marketing positively affects subjective norms, perceived consumer effectiveness and product knowledge, but didn't find any effect on price consciousness. This research mainly focuses on purchase intention only, therefore further research is needed to see the purchase behavior or purchase decision of consumers towards green products.*

**Keywords:** *Purchase Intention, Attitude, Subjective Norms, Perceived Behavioral Control, Price Consciousness, Perceived Consumer Effectiveness, Product Knowledge, Social Media Marketing.*

