

ABSTRAK

Naryanton (01628210005)

“CONSUMER’S PURCHASE INTENTION ON SUSTAINABLE AND GREEN LIQUID LAUNDRY PODS, DRIVEN BY GREEN INNOVATION AND GREEN BRAND”

(xvi + 101 halaman; 15 tabel; 14 gambar, 4 lampiran)

Penelitian ini menganalisis pengaruh *green product innovation* dan *attention towards green brand* terhadap *purchase intention* liquid laundry pods dari, dan menganalisis pengaruh *green consumer value* dan *green perceived quality* terhadap *purchase intention* dari sudut pandang konsumen. Metode yang digunakan yaitu Teknik non-probabilitas, dengan metode *purposive sampling*. Populasi adalah warga sekitar Jabodetabek, khususnya wilayah Tangerang Selatan dan Kab. Tangerang di tahun 2025, dengan sampel sebanyak 200 orang. Hasil statistik penelitian *Green Product Innovation*, *Green Customer Value*, dan *Green Perceived Quality* berpengaruh positif terhadap *Purchase Intention*, namun *Attitude Towards Green Brand* tidak berpengaruh positif terhadap *Purchase Intention*. *Green Customer Value* juga berfungsi sebagai mediator antara *Green Product Innovation* yang dapat menggerakkan *Purchase Intention*. *Green Brand* di penelitian ini tidak dapat menjadi mediator antara *Green Customer Value* untuk menggerakkan *Purchase Intention*.

Referensi: 88 (1973 – 2025)

Kata kunci: *Liquid laundry pods, Purchase Intention, Green Product Innovation, Green Brand, Green Consumer Value, Green Perceived Quality, Sustainability*

ABSTRACT

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(xvi + 101 pages; 15 tables; 14 figures, 4 appendices)

The study aims to analyze the effect of green product innovation and attention towards green brand on purchase intention of liquid laundry pods. In addition, it also analyzed the effect of green consumer value and green perceived quality from consumers' point of view. The method used is non-probability technique, with purposive sampling method. The population is residence in Jabodetabek area, mostly in South Tangerang Town and Tangerang Regency in 2025, with total sample of 200 people. The results of the study shows Green Product Innovation, Green Customer Value, dan Green Perceived Quality had a positive effect towards Purchase Intention, Attitude Towards Green Brand did not have positive effect towards Purchase Intention, however. Green Customer Value also acted as mediator between Green Product Innovation which could affect Purchase Intention. Green Brand in this research could not act as mediator between Green Customer Value to affect Purchase Intention.

Reference: 88 (1973 – 2025)

Keywords: *Liquid laundry pods, Purchase Intention, Green Product Innovation, Green Brand, Green Consumer Value, Green Perceived Quality, Sustainability*