

ABSTRAK

Globalisasi membawa beberapa masalah yang berpengaruh negatif. Konsumen mulai khawatir dengan keadaan dunia yang akan datang. Lalu munculah *green consumerism*, yaitu gerakan konsumerisme global yang sadar akan hak-haknya untuk mendapatkan produk yang layak, aman, dan ramah lingkungan. Dengan adanya *green consumerism*, munculah *green product*, yaitu produk yang tidak berbahaya bagi manusia dan lingkungan. Keputusan pembelian produk hijau dipengaruhi oleh *supporting environmental protection*, *drive for environmental responsibility*, *green product experience*, *environmental friendliness of companies*, dan *social appeal*. Toko Organic Bandung merupakan toko pelopor untuk penjualan produk alami lokal dan bahan organik di Kota Bandung. Tujuan dari penelitian ini adalah untuk mengetahui pengaruh faktor-faktor yang mempengaruhi keputusan pembelian produk hijau terhadap *green product purchase decision*. Penelitian dilakukan dengan menyebarkan kuesioner dengan cara *online* menggunakan *typeform* dan dengan cara *offline* menggunakan kuesioner cetak dengan jumlah responden sebanyak 385. Penelitian ini menggunakan *non probability sampling* dengan jenis *convenience sampling*. Teknik analisis data menggunakan regresi linier berganda. Berdasarkan hasil analisis data ditemukan bahwa variabel yang terdiri dari *supporting environmental protection*, *green product experience*, *environmental friendliness of companies*, dan *social appeal* berpengaruh signifikan terhadap *green product purchase decision*. Sedangkan variabel *drive for environmental responsibility* tidak terdapat pengaruh terhadap *green product purchase decision*.

Kata kunci: *drive for environmental responsibility*, *environmental friendliness of companies*, *green product experience*, *green product purchase decision*, regresi linier berganda, *social appeal*, dan *supporting environmental protection*.

ABSTRACT

Globalization brings some issues that have negative effects. Consumers are starting to worry about the world's future. Then green consumerism appears, the movement of global consumerism who are aware of their rights to get a decent, safe, and environmentally friendly products. With the green consumerism, green product appears, which is a product that is not harmful to humans and the environment. The decision to purchasing green products is influenced by supporting environmental protection, drive for environmental responsibility, green product experience, environmental friendliness of companies, and social appeal. Organic Shop Bandung is a pioneer shop for the sale of local natural products and organic materials in Bandung. The purpose of this research is to determine the influence of factors that affect the decision of purchasing green products to green product purchase decision. The research was done by spreading the questionnaire by using online using typeform and by offline using printed questionnaire with 385 number of respondents. This research uses probability sampling with the type of convenience sampling. Data analysis techniques use multiple linear regression. Based on the results of data analysis found that the variables are consists of supporting environmental protection, green product experience, environmental friendliness of companies, and social appeal have a significant effect on green product purchase decision. While the variable drive for environmental responsibility there is no effect on green product purchase decision.

Keywords: *drive for environmental responsibility, environmental friendliness of companies, green product experience, green product purchase decision, multiple linear regression, social appeal, and supporting environmental protection.*