

ABSTRACT

Environmental problems are increasing as the time goes by. Indirectly, this has become a major demand for companies to develop ideas in finding a solution strategy to minimize the increasing environmental problems by implementing an environmentally friendly concept in their business processes.

This study aimed to investigate consumers' intention in visiting environmentally friendly coffee house, Caboot 1911 Yogyakarta. This study was conducted based on the theory of planned behavior by analyzing how attitudes, environmentally friendly activities, perceived behavioral control, and subjective norms influence consumers' intention to visit environmentally friendly coffee house, Caboot 1911 Yogyakarta.

The research method used in this study is a quantitative research method using a causal research type with the Structural Equation Modeling (SEM) technique. Data collection was carried out by distributing online questionnaires to 100 individuals who had never visited Caboot 1911 Yogyakarta.

Based on the results of data analysis, it can be concluded that attitudes and environmentally friendly activities influence consumers' intention in visiting Caboot 1911 Yogyakarta. While the variables of subjective norms and perceived behavioral control do not affect consumers' intention in visiting Caboot 1911 Yogyakarta.

The results of this study suggest that Caboot 1911 Yogyakarta improve the quality of its employees both in terms of attitude and service, hold several environmentally friendly activities, and improve the subjective norms of employees so that consumers can increase their intention to visit environmentally friendly coffee house, Caboot 1911 Yogyakarta.

Keywords: Visit Intention, Environmental Friendly Activities, Coffee House, Theory of Planned Behavior (TPB)