

DETERMINAN PERILAKU BELI PRODUK HIJAU

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ABSTRACT

This study aims to examine the effect of consumer's purchase intention and the behaviour. Customer's purchase intention has some factors. The factors are green product knowledge, perceived consumer effectiveness, perceived price, and green trust. The high consumer's purchase intention affects the consumer behaviour. The data collect by using questionnaires for the green customers in Surakarta with cluster. The sample collection was taken from 200 respondents. This analysis uses Structural Equation Modelling (SEM), moderate regress analysis and logistic regress analysis. The result of the study shows that customer's purchase intention give the positive effect of their behaviour, green trust gives the positive effect of purchase intention, perceived consumer effectiveness gives the positive effect of purchase intention, perceived price does not moderate the relation between green trust and purchase intention, green product knowledge gives the positive effect of green trust, and green product knowledge gives the positive effect to the perceived consumer effectiveness.

Keywords: *Green purchase behaviour, green purchase intention, green product knowledge, green trust, perceived price, perceived consumer effectiveness*



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