

ABSTRAK

Dea Shinta Saraswati, 111711133214, Pengaruh *Attitude Towards Green Brand* Dan *Green Brand Knowledge* Terhadap *Green Purchase Intention* Pada Generasi Milenial, Skripsi, Fakultas Psikologi Universitas Airlangga Surabaya, 2021.

xvi + 99 halaman, 6 lampiran

Penelitian ini bertujuan untuk mengetahui pengaruh *attitude toward green product* dan *green brand knowledge* terhadap *green purchase intention* pada generasi milenial. Dalam penelitian ini, variabel *attitude toward green brand* mengacu pada teori Solomon (2014), variabel *green brand knowledge* yang mengacu pada teori Keller (1993), sedangkan variabel *green purchase intention* mengacu pada teori Suki (2016).

Pada penelitian ini melibatkan 125 responden dengan rentan usia 21-41 tahun. Pengumpulan data dilakukan dengan menggunakan metode survei. Alat pengumpulan data ialah kuisioner skala *attitude toward green brand* yang dikembangkan dari definisi oleh (2014) dan dimensi oleh Hartmann, Ibanez, & Sainz (2005), skala *green brand knowledge* yang dikembangkan dari definisi dan dimensi dari Keller (1993), dan skala *green purchase intention* yang dikembangkan dari definisi oleh Suki (2016). Teknik analisis data yang digunakan adalah uji regresi dengan *multiple regression* menggunakan bantuan program *Jamovi 1.6.23*

Hasil analisis dalam penelitian ini memiliki nilai signifikansi (p) sebesar $<.001$ dengan koefisien regresi (R^2) sebesar 0.454. hasil tersebut menunjukkan bahwa *attitude toward green brand* dan *green brand knowledge* secara bersamaan dapat menjelaskan variasi *green purchase intention* sebesar 45.4%. Nilai estimate kedua variabel memiliki tanda positif, dimana berarti setiap kenaikan 1 skor *attitude toward green brand* akan menaikkan *green purchase intention* sebesar 0.108. Selanjutnya, kenaikan 1 skor *green brand knowledge* akan menaikkan *green purchase intention* sebesar 0.257.

Kata kunci: *attitude toward green brand, green brand knowledge, green purchase intention.*

Daftar Pustaka, 59 (1988-2021)

ABSTRACT

Dea Shinta Saraswati, 111711133214, The Effect of Attitude toward Green Brand and Green Brand Knowledge towards Green Purchase intention among millennials, Undergraduate Thesis, Faculty of Psychology Universitas Airlangga Surabaya, 2021.

xvi + 99 pages, 6 appendices

This study aims to determine the effect of attitude toward green brand and green brand knowledge towards green purchase intention among millennials. In this study, the attitude toward green brand variable refers to the theory of Solomon (2014), the green brand knowledge variable in this study refers to the theory Keller (1993), while green purchase intention variable in this study refers to the theory Suki (2016).

The study involves 125 respondents in age 21 – 41. Data collection was carried out using the survey method. Data collection tools are the attitude toward green brand scale which was developed from the definition of Solomon (2014) and the dimension of Hartmann, Ibanez, & Sainz (2005), the green brand knowledge scale which was developed from the definition and dimensions of Keller (1993), and the green purchase intention scale which was developed from definition from Suki (2014). The data analysis technique is the regression with multiple regression using the help of Jamovi 1.6.23 program.

The result of the analysis in this study have significance value (p) of $<.001$ with a regression coefficient (R^2) of 0.454. These results indicate the attitude toward green brand and green brand knowledge can simultaneously explain the 45.4% variation in green purchase intention. The estimated value of the two variables have a positive sign, which means that every 1 increase in attitude toward green brand score will increase green purchase intention by 0.108. furthermore, an increase of 1 green brand knowledge score will increase green purchase intention by 0.257

Keywords: *attitude toward green brand, green brand knowledge, green purchase intention.*

References, 59 (1988-2021)