

ABSTRACT

Global warming and increasing environmental pollution are caused by human behaviour. These facts have driven consumers to change their behaviour to become more environment-friendly. This study aims to analyze how psychological factors, namely green appearance consciousness (X1), environmental consciousness (X2), and green-self identity (X3) influence pro-environmental behaviour (Y). This research belongs to causal associations research. The data were obtained from 130 people, who implemented zero-waste lifestyle. In this study we used Partial Least Square analysis method to measure relationship between variables. The result shows that green appearance consciousness (X1) and environmental consciousness (X2) have significant influences to pro-environmental, while green self-identity (X3) does not have significant influences to pro-environmental behaviour (Y).

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ABSTRAK

Perilaku manusia telah mengakibatkan pemanasan global dan meningkatnya pencemaran lingkungan. Fakta-fakta ini telah mendorong konsumen untuk mengubah perilaku mereka menjadi lebih ramah lingkungan. Penelitian ini bertujuan untuk menganalisis bagaimana faktor psikologis, yaitu kesadaran *green appearance consciousness* (X1), *environmental consciousness* (X2), dan *green-self identity* (X3) dapat mempengaruhi *pro-environmental behaviour* (Y). Penelitian ini termasuk penelitian *causal associations*. Data diperoleh dari 130 orang yang telah menerapkan gaya hidup *zero waste*. Dalam penelitian ini kami menggunakan metode analisis *Partial Least Square* untuk mengukur hubungan antara variabel. Hasil penelitian menunjukkan bahwa kesadaran *green appearance consciousness* (X1) dan *environmental consciousness* (X2,) memiliki pengaruh signifikan terhadap *pro-environmental behaviour* (Y), sedangkan *green-self identity* (X3) tidak memiliki pengaruh signifikan terhadap *pro-environmental behaviour* (Y).