

## ABSTRAK

Penelitian ini bertujuan untuk menganalisis Pengaruh *Drive For Environmental Responsibility* dan *Green Marketing* Terhadap *Environmental Knowledge* dan dampaknya pada Keputusan Pembelian. Objek penelitian ini adalah pelanggan FamilyMart. Penelitian ini dilakukan terhadap 140 responden dengan menggunakan pendekatan deskriptif kuantitatif. Penentuan ukuran sampel menggunakan teknik *Purposive sampling*. Metode pengumpulan data menggunakan metode survey, dengan instrument penelitian adalah kuesioner. Pendekatan yang digunakan dalam penelitian ini adalah *Structural Equation Model (SEM)* dengan alat analisis *Smart-PLS*. Penelitian ini membuktikan bahwa *Drive for environmental responsibility* berpengaruh positif dan signifikan terhadap *Environmental Knowledge*, *Drive for environmental responsibility* berpengaruh positif dan signifikan terhadap keputusan pembelian, *Environmental knowledge* berpengaruh positif dan signifikan terhadap keputusan pembelian, *Green marketing* berpengaruh positif dan signifikan terhadap *environmental knowledge*, *Green marketing* berpengaruh positif dan signifikan terhadap keputusan pembelian.

Kata Kunci: *Drive For Environmental Responsibility*, *Green Marketing*, *Environmental Knowledge* dan Keputusan Pembelian

## ***ABSTRACT***

This study aims to analyze the effect of *Drive For Environmental Responsibility and Green Marketing on Environmental Knowledge and Its Impact on Buying Decisions*. The object of this research is the customers of FamilyMart. This research was conducted on 140 respondents using a quantitative descriptive approach. The sample size was determined using the Purposive sampling technique. Methods of data collection using survey methods, with the research instrument is a questionnaire. The approach used in this research is the Structural Equation Model (SEM) with the Smart-PLS analysis tool. This research proves that Drive for environmental responsibility has a positive and significant effect on Environmental Knowledge, Drive for environmental responsibility has a positive and significant effect on buying decisions, Environmental knowledge has a positive and significant impact on buying decisions, Green marketing has a positive and significant impact on environmental knowledge, Green marketing positive and significant effect on buying decisions.

Keyword : *Drive For Environmental Responsibility, Green Marketing, Environmental Knowledge and Buying Decisions*