

ABSTRACT

Along with the increasing volume of national waste which has been getting higher since 2019-2020 it has increased by 37.3%, Indonesia national waste has become almost 14% of the total waste in the world. Through the Ministry of Environment and Forestry (KLHK), the Indonesian government made policies related to the waste-free Indonesia movement which began in 2020, with its implementation through the 3R movement (Reduce, Reuse, Re cycle). In this regard, currently many companies offer purchase of products without packaging by requiring buyers to bring their own media or recycled packaging. This study aims to determine public interest in the use of refill machines by analyzing economic aspects, knowledge, facility support, attitude, and pro-environmental behavior.

The research method used is quantitative descriptive with 155 respondents and the analytical method used is Structural Equation Model (SEM) with Smart-PLS software. The research results show that there is a positive and significant influence between knowledge, facility support, and attitude towards pro-environmental behavior. Meanwhile, the economic aspect has no significant effect on pro-environmental behavior. Researchers also suggest business organizations to be able to provide refill machine products with affordable prices, and suggest the government to be able to provide a proper waste processing facilities and can be reached easily by the community.

Keywords: Purchase intention, knowledge, facility support, attitude, pro environmental behavior.

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ABSTRAK

Seiring dengan meningkatnya volume sampah nasional yang semakin tinggi terhitung sejak tahun 2019-2020 meningkat sebesar 37,3%, sampah nasional menjadi hampir 14% dari total sampah yang ada di dunia. Melalui Kementerian Lingkungan Hidup dan Kehutanan (KLHK), pemerintah Indonesia membuat kebijakan terkait gerakan Indonesia bebas sampah yang dijalankan mulai tahun 2020, dengan implementasinya melalui gerakan 3R (*Reduce, Reuse, Recycle*). Berkenaan dengan hal tersebut, saat ini banyak perusahaan yang menawarkan pembelian produk tanpa kemasan dengan mewajibkan pembeli membawa sendiri media atau kemasan daur ulang mereka. Studi ini bertujuan untuk mengetahui minat masyarakat terhadap penggunaan mesin refill dengan menganalisis *economic aspect, knowledge, facility support, attitude, dan pro environmental behaviour*.

Metode penelitian yang digunakan deskriptif kuantitatif dengan 155 responden dan metode analisis yang digunakan Structural Equation Model (SEM) dengan software Smart-PLS. Hasil penelitian menunjukkan bahwa terdapat pengaruh positif dan signifikan antara *knowledge, facility support, dan attitude* terhadap *pro environmental behaviour*. Sedangkan *economic aspect* tidak berpengaruh signifikan terhadap *pro environmental behaviour*. Peneliti juga menyarankan pada organisasi bisnis untuk dapat menyediakan produk mesin *refill* dengan harga terjangkau, serta menyarankan pemerintah untuk dapat menyediakan fasilitas pengolahan sampah yang memadai dan dapat dijangkau dengan mudah oleh masyarakat.

Kata kunci: Minat beli, *knowledge, facility support, attitude, pro environmental behavior*