

ABSTRAK

Banyaknya sampah plastik menjadi permasalahan lingkungan yang terjadi saat ini. Hal tersebut meningkatkan niat menggunakan produk ramah lingkungan. Faktor yang mempengaruhi niat menggunakan adalah *green knowledge*, *environmental concern*, *word of mouth*, dan *green attitude*. Tujuan penelitian ini untuk mengetahui pengaruh *green knowledge*, *environmental concern*, *word of mouth*, *green attitude* terhadap niat menggunakan sedotan ramah lingkungan. Penelitian ini dilakukan di Jabodetabek menggunakan kuesioner dengan 200 responden melalui teknik purposive sampling. Teknik analisis data menggunakan SmartPLS. Hasil penelitian menunjukkan bahwa *Green Attitude* berpengaruh positif dan signifikan terhadap *Intention to Use*, *Green Knowledge* berpengaruh positif tidak signifikan terhadap *Intention to Use*, *Environmental concern* berpengaruh negatif dan tidak signifikan terhadap *Intention to Use*, *WOM* berpengaruh positif signifikan terhadap *Intention to Use*, *Green Attitude* positif dan signifikan memediasi hubungan antara *Green Knowledge* terhadap *Intention to Use*, *Green Attitude* positif dan tidak signifikan tidak memediasi hubungan antara *Environmental Concern* terhadap *Intention to Use* dan *Green Attitude* positif dan signifikan memediasi hubungan antara *WOM* terhadap *Intention to Use*.

Kata kunci : *green knowledge*, *environmental concern*, *WOM*, *green attitude*, *intention to use*



ABSTRACT

The large amount of plastic waste is an environmental problem that is happening right now. This increases the intention to use of environmentally friendly products. Factors influencing intention to use is green knowledge, environmental concern, word of mouth, and green attitude. Purpose of study is to determine effect of green knowledge, environmental concern, word of mouth, green attitude on intention to use of environmentally friendly straws. This research was conducted in Jabodetabek using questionnaire with 200 respondents through purposive sampling technique. Data analysis techniques using SmartPLS. Results showed that Green Attitude has a positive and significant effect on Intention to Use, Green Knowledge has a positive but not significant effect on Intention to Use, Environmental concern has a negative and not significant effect on Intention to Use, WOM has a significant positive effect on Intention to Use, Green Attitude is positive and significantly mediates the relationship between Green Knowledge and Intention to Use, Green Attitude positively and not significantly mediates the relationship between Environmental Concern and Intention to Use and Green Attitude positively and significantly mediates the relationship between WOM and Intention to Use.

Keywords: environmental concern, green attitude, green knowledge, purchase intentions



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