

ABSTRAK

Kesadaran lingkungan yang semakin meningkat telah memicu perubahan yang signifikan dalam preferensi pembelian konsumen di Indonesia. Konsumen kini cenderung memilih *green product* yang berdampak minimal terhadap kerusakan lingkungan. Penelitian ini dilakukan untuk menguji pengaruh *Greenwash*, *Green Skepticism*, *Green Trust* terhadap *Green Purchase Intention* serta efek mediasi yang dihasilkan dan bagaimana *information and Knowledge* dapat memoderasi *Greenwash* terhadap *Green Purchase Intention* pada konsumen produk air minum dalam kemasan (AMDK) botol plastik *recycled* PET. Jenis penelitian ini adalah pendekatan kuantitatif dengan menggunakan data primer dengan jumlah sampel sebanyak 129 responden. Teknik pengambilan sampel yang digunakan adalah *purposive sampling*. Metode pengumpulan data yang digunakan adalah kuesioner *online*. Pendekatan yang digunakan dalam penelitian ini adalah *Structural Equation Model* (SEM) dengan alat analisis *Smart-PLS 3.2.9*. Hasil menunjukkan bahwa *Greenwash* berpengaruh positif tidak signifikan terhadap *Green Purchase Intention* namun signifikan terhadap *Green Skepticism* dan berpengaruh negatif yang signifikan terhadap *Green Trust*. *Green Skepticism* juga memainkan peran signifikan dalam mempengaruhi *Green Purchase Intention*. *Green Trust* berpengaruh positif tidak signifikan terhadap *Green Purchase Intention*. Sebagai mediator, *Green Skepticism* secara penuh memediasi *Greenwash* dan *Green Purchase Intention*, sementara *Green Trust* tidak berperan sebagai mediator. *Information and Knowledge* tidak memoderasi pengaruh *Greenwash* terhadap *Green Purchase Intention* pada produk AMDK rPET.

Kata Kunci: *Greenwash*, *Green Skepticism*, *Green Trust*, *Information and Knowledge*, *Green Purchase Intention*

MERCU BUANA

ABSTRACT

Growing environmental awareness has triggered a significant shift in consumer purchasing preferences in Indonesia. Consumers now tend to choose green products that have minimal impact on environmental damage. This study was conducted to examine the influence of Greenwash, Green Skepticism, Green Trust on Green Purchase Intention as well as the mediation effect produced and how information and knowledge can moderate Greenwash on Green Purchase Intention on consumers of bottled drinking water products (AMDK) of recycled PET plastic bottles. This type of research is a quantitative approach using primary data with a sample of 129 respondents. The sampling technique used is purposive sampling. The data collection method used is an online questionnaire. The approach used in this study is the Structural Equation Model (SEM) with the Smart-PLS 3.2.9 analysis tool. The results showed that Greenwash had a positive effect not significantly on Green Purchase Intention but was significant on Green Skepticism and had a significant negative effect on Green Trust. Green Skepticism also plays a significant role in influencing Green Purchase Intention. Green Trust has a non-significant positive effect on Green Purchase Intention. As a mediator, Green Skepticism fully mediates Greenwash and Green Purchase Intention, while Green Trust does not act as a mediator. Information and Knowledge does not moderate the influence of Greenwash on Green Purchase Intention on rPET bottled water products.

Keywords: *Greenwash, Green Skepticism, Green Trust, Information and Knowledge, Green Purchase Intention*

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