

**PENGARUH *INTERPERSONAL INFLUENCE*,
ALTRUISM, DAN *ENVIRONMENTAL KNOWLEDGE*
DENGAN *ENVIRONMENTAL ATTITUDE* TERHADAP
GREEN PURCHASING BEHAVIOR PADA KONSUMEN
DI GRESIK**

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ABSTRAK

Penelitian ini dilakukan bertujuan untuk menguji adanya pengaruh *Interpersonal Influence*, *Altruism*, dan *Environmental Knowledge* dengan *Environmental Attitude* terhadap *Green Purchasing Behavior* pada Konsumen di Gresik. Pendekatan yang dilakukan adalah penelitian kuantitatif metode *non probability sampling* menggunakan teknik dari *purposive sampling*. Pengumpulan data digunakan dengan berbentuk kuesioner yang dibantu oleh *google form*. Penelitian ini mendapatkan jumlah sampel sebanyak 100 responden terdiri dari masyarakat Kabupaten Gresik yang telah membeli atau mengonsumsi setidaknya dalam waktu 1 kali penggunaan produk ramah lingkungan serta pernah berbelanja di retail/toko modern/pusat perbelanjaan. Hipotesis diuji melalui analisis pengolahan data menggunakan program AMOS metode *Structural Equation Modelling* (SEM). Hasilnya menunjukkan bahwa *interpersonal influence*, *altruism*, dan *environmental knowledge* memiliki adanya pengaruh positif terhadap *environmental attitude*. Selanjutnya, didapatkan juga hasil dari *environmental attitude* terhadap *green purchasing behavior* menunjukkan memiliki pengaruh positif. Artikel ini dapat meningkatkan pemahaman para wirusaha berkaitan dengan *green marketing* yang diperankan oleh perilaku konsumen yang ada di Kabupaten Gresik.

Kata Kunci: *Interpersonal Influence, Altruism, Environmental Knowledge, Environmental Attitude, Green Purchasing Behavior, Consumer, Gresik.*

***THE EFFECT OF INTERPERSONAL INFLUENCE,
ALTRUISM, AND ENVIRONMENTAL KNOWLEDGE BY
ENVIRONMENTAL ATTITUDE TO GREEN
PURCHASING BEHAVIOR ON THE CONSUMER
IN GRESIK***

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ABSTRACT

This research was conducted with the aim of examining the influence of Interpersonal Influence, Altruism, and Environmental Knowledge by Environmental Attitudes to Green Purchasing Behavior on the Consumers in Gresik. The approach of this taken is quantitative research using non-probability sampling methods with techniques of purposive sampling. Data collection was used in the form of a questionnaire assisted by Google form. This study obtained a sample of 100 respondents consisting of the people from Gresik Regency who had purchased or consumed at least 1 time using environmentally friendly products and had shopped at retail/modern shops/shopping centers. The hypothesis was tested through analysis of data processing using AMOS software program 22 version with the method of Structural Equation Modeling (SEM). The results show that interpersonal influence, altruism, and environmental knowledge have a significant positive influence on environmental attitude. Furthermore, the results obtained from the environmental attitude towards green purchasing behavior show a result that it has a significant positive influence as well. This article can increase understanding of entrepreneurs/business related to about green marketing played by the role of consumer behavior in Gresik Regency.

Keywords: *Interpersonal Influence, Altruism, Environmental Knowledge, Environmental Attitude, Green Purchasing Behavior, Consumer, Gresik.*