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PENGARUH *GREEN BRAND POSITIONING, ATTITUDE, DAN KNOWLEDGE* TERHADAP *GREEN PURCHASE INTENTION*

(Studi Kasus pada Konsumen di Work Coffee)

SKRIPSI

diajukan untuk memenuhi syarat mendapatkan gelar Sarjana Pariwisata



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**PROGRAM STUDI MANAJEMEN INDUSTRI KATERING
FAKULTAS PENDIDIKAN ILMU PENGETAHUAN SOSIAL
UNIVERSITAS PENDIDIKAN INDONESIA**

2020

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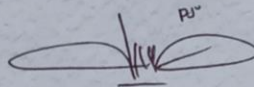
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(Studi Kasus pada Konsumen di Work Coffee)

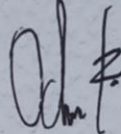
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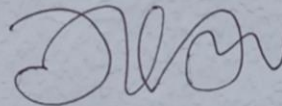
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**PENGARUH *GREEN BRAND POSITIONING, ATTITUDE, DAN KNOWLEDGE* TERHADAP *GREEN PURCHASE INTENTION*
(Studi Kasus pada Konsumen di Work Coffee)**

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Skripsi yang diajukan untuk memenuhi salah satu syarat memperoleh gelar Sarjana Pariwisata pada Program Studi Manajemen Industri Katering Fakultas Pendidikan Ilmu Pengetahuan Sosial Universitas Pendidikan Indonesia

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PENGARUH GREEN BRAND POSITIONING, ATTITUDE, DAN KNOWLEDGE TERHADAP GREEN PURCHASE INTENTION (STUDI KASUS PADA KONSUMEN DI WORK COFFEE)

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Atas pernyataan ini, jika pada kemudian hari ternyata ditemukan adanya ketidakbenaran atau pelanggaran dalam etika keilmuan, saya bersedia menanggung resiko dan sanksi yang berlaku.

Bandung, Agustus 2020

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Penulis menyadari dalam penulisan skripsi ini masih terdapat kekurangan, baik dari tata bahasa maupun isi. Oleh karenanya, penulis mengharapkan dan menerima kritik serta saran yang membangun agar dapat memperbaiki skripsi ini. Penulis berharap penelitian ini dapat memberikan kebermanfaatan bagi pengembangan ilmu pengetahuan, praktisi, bagi pembaca, dan penulis juga tentunya.

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PENGARUH GREEN BRAND POSITIONING, ATTITUDE, DAN KNOWLEDGE TERHADAP GREEN PURCHASE INTENTION

(Studi Kasus pada Konsumen di Work Coffee)

Nurhidayatul Haq

ABSTRAK

Penelitian ini melihat fenomena pada isu lingkungan yang kini sedang terjadi. Sebagai upaya peduli terhadap lingkungan, sebuah *coffee shop* di Kota Bandung, Work Coffee berupaya menjalankan usahanya dengan mengurangi risiko-risiko yang merugikan pada lingkungan. Penelitian ini bertujuan untuk melihat pengaruh *green brand positioning*, *attitude*, dan *knowledge* terhadap *green product purchase intention* di Work Coffee. Populasi dari penelitian ini merupakan konsumen dari Work Coffee selama setahun terakhir, dengan menggunakan teknik pengukuran jumlah sampel teknik *slovin*, didapatkan jumlah sampel sebanyak 100 orang. Teknik sampel dalam penelitian ini menggunakan teknik *random sampling*. Penelitian ini termasuk sebagai penelitian kuantitatif. Metode pengumpulan data yang digunakan adalah kuesioner menggunakan skala *semantic differensial*. Teknik analisis data yang digunakan ialah analisis deskriptif dan verifikatif. Hasil penelitian menunjukkan bahwa variabel *green brand positioning* (X_1) berpengaruh secara positif dan signifikan terhadap *green product purchase intention* (Y) di Work Coffee. Variabel *attitude* terhadap *green brand* (X_2) berpengaruh secara positif dan signifikan pada *green product purchase intention* (Y) di Work Coffee. Variabel *green brand knowledge* (X_3) berpengaruh secara positif dan signifikan terhadap *green product purchase intention* (Y) di Work Coffee. Berdasarkan hasil data tersebut, dapat disimpulkan bahwa jika semakin tinggi variabel bebas yaitu *green brand positioning*, *attitude* terhadap *green brand*, dan *green brand knowledge*, maka *green product purchase intention* konsumen Work Coffee pun akan semakin meningkat. Variabel bebas penelitian ini berpengaruh sebesar 46.8%, di mana 53.2% dipengaruhi oleh faktor lain yang tidak diteliti. Sehingga disarankan, untuk penelitian selanjutnya membahas faktor lain yang dapat lebih dapat menggambarkan pengaruh pada *green purchase intention*.

Kata kunci: *Green brand; Positioning; Attitude; Knowledge; Green Purchase Intention*

THE EFFECT OF GREEN BRAND POSITIONING, ATTITUDE, AND KNOWLEDGE ON GREEN PURCHASE INTENTION

(Case Study on Consumers at Work Coffee)

Nurhidayatul Haq

ABSTRACT

This study looks at the phenomenon on environmental issues that are now taking place. In an effort to care about the environment, a coffee shop in Bandung, Work Coffee strives to conduct its business by reducing the adverse risks to the environment. This research aims to look at the influence of green brand positioning, attitude, and knowledge on green product purchase intention in Work Coffee. The population of this study was a consumer of Work Coffee during the last year, using the technique of measuring the number of samples of slovin technique, obtained a sample number of 100 people. The sample techniques in this study used random sampling techniques. This research is included as quantitative research. The method of data collection used is a questionnaire using a differential semantic scale. The data analysis technique used is descriptive and verificative analysis. The results showed that green brand positioning variables (X_1) had a positive effect and significant on to green product purchase intention (Y) at Work Coffee. The attitude variable towards green brand (X_2) positively affects and significant on green product purchase intention (Y) in Work Coffee. The green brand knowledge variable (X_3) positively affects and significant on the green product purchase intention (Y) in Work Coffee. Based on the results of the data, it can be concluded that if the higher the free variable that is green brand positioning, attitude towards green brand, and green brand knowledge, then green product purchase intention consumers Work Coffee will also increase. Independent variables had an effect of 46.8%, of which 53.2% were influenced by other factors not studied. So it is suggested, for further research discussing other factors that can better describe the influence on green purchase intention.

Keywords: *Green brand; Positioning; Attitude; Knowledge; Green Purchase Intention*

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