

ABSTRAK

Pengaruh Pengetahuan Lingkungan Terhadap Minat Beli Yang Dimediasi Oleh Sikap Konsumen Untuk Produk Ramah Lingkungan Lampu LED(*Light Emiting Diode*) Philips Di Bandar Lampung

Oleh
Hendy Novrian

Tujuan penelitian ini adalah untuk mengetahui peran sikap konsumen dalam memediasi pengaruh pengetahuan lingkungan terhadap minat beli produk ramah lingkungan lampu Philips LED (*Light Emiting Diode*) di Bandar Lampung. Ukuran sampel yang diambil sebanyak 100 orang, dengan metode *nonprobability sampling* khususnya *purposive sampling*. Pengumpulan data dilakukan dengan menyebarkan kuesioner penelitian di beberapa lokasi yang ada di Bandar Lampung seperti Sukarame, Kedaton, Teluk Betung, Kemiling, Rajabasa, dan Wayhalim. Selanjutnya data yang diperoleh dianalisis menggunakan regresi linear berganda dan uji sobel untuk menguji pengaruh tidak langsung dalam penelitian ini. Hasilnya menunjukkan bahwa pengetahuan lingkungan memiliki pengaruh positif dan signifikan terhadap sikap konsumen lampu LED Philips di Bandar Lampung. Sikap konsumen berpengaruh positif dan signifikan terhadap minat beli lampu LED Philips di Bandar Lampung. Sikap konsumen secara signifikan memediasi pengaruh pengetahuan lingkungan terhadap minat beli lampu LED Philips di Bandar Lampung.

Kata kunci: Pengetahuan Lingkungan, Sikap Konsumen, Minat Beli.

ABSTRACT

The Influence Of Environmental Knowledge Toward Purchase Intention Mediated By Consumer Attitudes For Environmentally Friendly Product LED (Light Emiting Diode) Philips Lights In Bandar Lampung

By
Hendy Novrian

The purpose of this research is to know the role of consumer attitudes in mediating the influence of environmental knowledge on the purchase intention in environmentally friendly products Philips LED lamp (Light Emiting Diode) in Bandar Lampung. Sample size taken as many as 100 people, with nonprobability sampling method, especially purposive sampling. The data were collected by distributing research questionnaires at several locations in Bandar Lampung such as Sukarame, Kedaton, Teluk Betung, Kemiling, Rajabasa, and Wayhalim. Further data obtained were analyzed using multiple linear regression and sobel test. The results show that environmental knowledge has a positive and significant influence on the consumer attitude of Philips LED lamps in Bandar Lampung. The Consumer attitudes positive and significant affects purchase intention of Philips LED lamps in Bandar Lampung. The Consumer attitudes significantly mediate the influence of environmental knowledge on the purchase intention of Philips LED lamps in Bandar Lampung.

Keyword: *Environmental Knowledge, Consumer Attitude, Purchase Intention*