ABSTRAK

PENGARUH *PUBLIC SELF-AWARENESS* DAN *PERCEIVED MORAL OBLIGATION* TERHADAP *GREEN PURCHASE INTENTION* (Studi pada Bisnis Fore Coffee di Bandar Lampung)

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Isu keberlanjutan lingkungan (*environmental sustainability*) telah menjadi perhatian utama dalam praktik bisnis modern, termasuk dalam industri makanan dan minuman. Konsumen kian mempertimbangkan nilai-nilai lingkungan dalam mengambil keputusan pembelian. Fore Coffee merupakan salah satu brand yang aktif mengampanyekan praktik bisnis ramah lingkungan melalui berbagai inisiatif *eco-friendly*. Penelitian ini bertujuan untuk mengetahui pengaruh *public self-awareness* dan *perceived moral obligation* terhadap *green purchase intention* pada bisnis Fore Coffee di Bandar Lampung. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei— menyebarkan kuesioner kepada 100 responden berusia minimal 17 tahun yang mengetahui produk Fore Coffee. Validasi data dilakukan dengan uji faktor analisis, yang dianalisis lebih lanjut dengan metode regresi linear berganda menggunakan SPSS versi 25. Hasil analisis data menunjukkan bahwa individu cenderung berkeinginan, mempertimbangan, dan mempraktikan konsumsi ramah lingkungan. *Public self-awareness* mendorong *green purchase intention* karena individu cenderung memperhatikan pandangan orang lain terhadap pilihan konsumsi mereka. *Perceived moral obligation* mendorong *green purchase intention* karena individu merasa konsumsi ramah lingkungan merupakan salah satu bentuk perilaku yang bermoral. Hasil penelitian menunjukkan bahwa *public self-awareness* dan *perceived moral obligation* berpengaruh positif dan signifikan terhadap *green purchase intention*.

Kata kunci: *Green Purchase Intention*, *Public Self-Awareness*, *Perceived Moral Obligation*, *Environmental Sustainability,* Fore Coffee.

ABSTRACT

THE EFFECT OF PUBLIC SELF-AWARENESS AND PERCEIVED MORAL OBLIGATION ON GREEN PURCHASE INTENTION (Study on Fore Coffee in Bandar Lampung)

By

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The issue of environmental sustainability has become a major concern in modern business practices, including in the food and beverage industry. Consumers are increasingly considering environmental values when making purchasing decisions. Fore Coffee is one of the brands actively promoting eco-friendly business practices through various sustainability initiatives. This study aims to examine the influence of public self-awareness and perceived moral obligation on green purchase intention in the context of Fore Coffee in Bandar Lampung. A quantitative approach was employed using a survey method, distributing questionnaires to 100 respondents aged 17 and above who are familiar with Fore Coffee products. Data validation was conducted through factor analysis and further analyzed using multiple linear regression with SPSS version 25. The results indicate that individuals tend to desire, consider, and practice environmentally friendly consumption. Public self-awareness fosters green purchase intention as individuals are concerned with how others perceive their consumption choices. Perceived moral obligation encourages green purchase intention as individuals view environmentally friendly consumption as a form of moral behavior. The findings show that both public self-awareness and perceived moral obligation have a positive and significant effect on green purchase intention.

Keywords: *Green Purchase Intention*, *Public Self-Awareness*, *Perceived Moral Obligation*, *Environmental Sustainability,* Fore Coffee.