

ABSTRAK

PENGARUH *ENVIRONMENTAL CONCERN*, *ENVIRONMENTAL KNOWLEDGE*, DAN *PERCEIVED CONSUMER EFFECTIVENESS* TERHADAP *GREEN PURCHASE INTENTIONS*: STUDI PADA KONSUMEN UNIQLO DI INDUSTRI FASHION BERKELANJUTAN

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Isu lingkungan seperti perubahan iklim, polusi, serta eksploitasi sumber daya alam yang tidak terkendali memunculkan kebutuhan mendesak akan pola konsumsi yang lebih bertanggung jawab terhadap lingkungan. Salah satu sektor yang kerap dikritik karena dampak ekologisnya adalah industri fashion. Penelitian ini bertujuan untuk mendalami seberapa besar pengaruh *environmental concern*, *environmental knowledge*, dan *perceived consumer effectiveness* terhadap *green purchase intentions* responden UNIQLO di Bandar Lampung dalam lingkup industri fashion berkelanjutan. Penelitian ini menggunakan pendekatan kuantitatif dengan jenis *explanatory research*. Data dikumpulkan melalui kuesioner yang disebarakan kepada 100 responden yang merupakan konsumen UNIQLO di Bandar Lampung. Data dianalisis menggunakan SPSS 27 dan regresi linier berganda untuk menguji pengaruh variabel independen terhadap variabel dependen. Hasil penelitian menunjukkan *environmental concern* memiliki pengaruh positif dan signifikan terhadap *green purchase intentions*. *Environmental knowledge* memiliki pengaruh positif dan signifikan terhadap *green purchase intentions*. *Perceived consumer effectiveness* juga berpengaruh positif dan signifikan terhadap *green purchase intentions*. Temuan ini mengindikasikan bahwa faktor psikologis dan kognitif konsumen memiliki peran penting dalam meningkatkan *green purchase intentions*.

Kata Kunci: *Environmental Concern, Environmental Knowledge, Perceived Consumer Effectiveness, Green Purchase Intentions.*

ABSTRACT

THE EFFECT OF ENVIRONMENTAL CONCERN, ENVIRONMENTAL KNOWLEDGE, AND PERCEIVED CONSUMER EFFECTIVENESS ON GREEN PURCHASE INTENTIONS: A STUDY OF UNIQLO CONSUMERS IN THE SUSTAINABLE FASHION INDUSTRY

By

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Environmental issues such as climate change, pollution, and uncontrolled exploitation of natural resources have created an urgent need for more environmentally responsible consumption patterns. One sector that is often criticized for its ecological impact is the fashion industry. This study aims to explore the extent to which environmental concern, environmental knowledge, and perceived consumer effectiveness influence the green purchase intentions of UNIQLO respondents in Bandar Lampung within the scope of sustainable industry. This study uses a quantitative approach with explanatory research. Data were collected through questionnaires distributed to 100 respondents who are UNIQLO consumers in Bandar Lampung. Data were analyzed using SPSS 27 and multiple linear regression to test the influence of independent variables on dependent variables. The results show that environmental concern has a positive and significant effect on green purchase intentions. Environmental knowledge has a positive and significant effect on green purchase intentions. Perceived consumer effectiveness also has a positive and significant effect on green purchase intentions. These findings indicate that consumers' psychological and cognitive factors play an important role in increasing green purchase intentions.

Keywords: *Environmental Concern, Environmental Knowledge, Perceived Consumer Effectiveness, Green Purchase Intentions.*