

The Influence Of Green Product Knowledge, Brand Image, Price And Green Marketing Towards Purchase Intention Tupperware

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Abstract

The growing green living trend among society has changed consumer behaviour in consuming green products. Tupperware is the green company which has concept and commitment to take care the environment so it is used as an object of this research. The aim of this research is to know, to analyst and to prove the influence between Green Product Knowledge, Brand Image, Price and Green Marketing towards Purchase Intention Tupperware partially with quantitative method. The primary data of this research uses questionnaire answers which is distributed by google form on 100 respondent of x and millennial generation at least 17 years old also live in Jabodetabek. Besides that, the secondary data is still used as references to support this research. Sampling technique uses non probability sampling method with quota sampling through 5% error limit tolerance. Data analyst technique of this research uses descriptive and inferential analyst technique with software SmartPLS 4.0 as research tool and the result is that (1) Green Product Knowledge has a significant impact towards Purchase Intention. (2) Brand Image has a significant impact towards Purchase Intention. (3) Price has no influential and significant impact towards Purchase Intention. (4) Green Marketing has a significant impact towards Purchase Intention.

Keywords : Green Product Knowledge, Brand Image, Price, Green Marketing, Purchase Intention

Pengaruh *Green Product Knowledge, Brand Image, Price* Dan *Green Marketing* Terhadap *Purchase Intention* Tupperware

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Abstrak

Tren *green living* yang berkembang di masyarakat telah merubah perilaku konsumen dalam mengonsumsi *green product*. Tupperware adalah perusahaan yang memiliki konsep serta komitmen dalam menjaga lingkungan hidup sehingga digunakan sebagai objek pada penelitian ini. Adapun, tujuan dari penelitian ini ialah untuk mengetahui, menganalisis dan membuktikan apakah terdapat adanya pengaruh antara *Green Product Knowledge, Brand Image, Price* dan *Green Marketing* terhadap *Purchase Intention* Tupperware secara parsial melalui metode kuantitatif. Data primer pada penelitian ini menggunakan jawaban kuesioner yang disebar melalui *google form* terhadap 100 responden generasi x dan millennial yang berusia minimal 17 tahun serta berdomisili di Jabodetabek, sedangkan data sekundernya yakni data yang diperoleh sebagai bahan referensi untuk mendukung penelitian. Teknik pengumpulan sampel menggunakan metode *non probability sampling* dengan jenis *quota sampling* melalui tingkat taraf kesalahan sebesar 5%. Teknik analisis data dalam penelitian merupakan teknik analisis deskriptif dan inferensial dengan alat uji software *SmartPLS 4.0* sehingga memperoleh hasil bahwa (1) *Green Product Knowledge* berpengaruh signifikan terhadap *Purchase Intention*. (2) *Brand Image* berpengaruh signifikan terhadap *Purchase Intention*. (3) *Price* tidak berpengaruh dan tidak signifikan terhadap *Purchase Intention*. (4) *Green Marketing* berpengaruh signifikan terhadap *Purchase Intention*.

Kata kunci : *Green Product Knowledge, Brand Image, Price, Green Marketing, Purchase Intention*