

***The Influence of Green Product, Quality Product & Price Perception on
Purchase Intention LocknLock Product***

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Abstract

Rapidly developing industries and technologies have long-term negative impacts on the environment, including global warming and increasing plastic waste. People are now increasingly aware of the importance of preserving the environment, which is reflected in the increasing interest in environmentally friendly products such as reusable tumblers. Therefore, companies need to implement green marketing strategies and ensure product quality to increase consumer purchasing interest. This study aims to determine, analyze, and prove the effect of Green Products, Product Quality & Price Perception on Purchase Intention of LocknLock products. The population of this study is consumers who know and are interested in buying LocknLock products. The purposive sampling approach was used to select 103 respondents who are active in South Jakarta and are at least 17 years old. This study applies a quantitative approach and utilizes SmartPLS 4.0 software for data processing. The results of the study indicate that: (1) Green Products affect Purchase Intention of LocknLock products, (2) Product Quality affect Purchase Intention of LocknLock products, and (3) Price Perception affect Purchase Intention of LocknLock products.

Keywords: *Green Product, Product Quality, Price Perception, Purchase Intention, LocknLock*

Pengaruh *Green Product*, Kualitas Produk & Persepsi Harga Terhadap Minat Beli Produk LocknLock

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Abstrak

Peningkatan industri dan teknologi yang berkembang dengan pesat mempunyai dampak negatif jangka panjang terhadap lingkungan, termasuk pemanasan global dan peningkatan sampah plastik. Masyarakat kini semakin sadar akan pentingnya menjaga kelestarian lingkungan, yang tercermin dalam peningkatan minat terhadap produk ramah lingkungan seperti tumbler yang dapat digunakan kembali. Sehingga, perusahaan perlu menerapkan strategi pemasaran hijau dan memastikan kualitas produk untuk meningkatkan minat beli konsumen. Penelitian ini bertujuan untuk mengetahui, menganalisis, dan membuktikan pengaruh *Green Product*, Kualitas Produk & Persepsi Harga terhadap Minat Beli produk LocknLock. Populasi penelitian ini adalah konsumen yang mengetahui dan tertarik membeli produk LocknLock. Pendekatan *purposive sampling* digunakan untuk memilih 103 responden yang beraktivitas di Jakarta Selatan dan berusia minimal 17 tahun. Penelitian ini menerapkan pendekatan kuantitatif dan memanfaatkan *software* SmartPLS 4.0 untuk pengolahan data. Hasil penelitian menunjukkan bahwa: (1) *Green Product* berpengaruh terhadap Minat Beli produk LocknLock, (2) Kualitas Produk berpengaruh terhadap Minat Beli produk LocknLock, serta (3) Persepsi Harga berpengaruh terhadap Minat Beli produk LocknLock.

Kata Kunci: *Green Product*, Kualitas Produk, Persepsi Harga, Minat Beli, LocknLock