

THE INFLUENCE OF GREEN KNOWLEDGE, ATTITUDE AND PRACTICES (KAP) TOWARDS PRODUCTS PURCHASE DECISION. STUDY CASE : PT PERTAMINA HULU ROKAN EMPLOYEE

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**STUDY PROGRAM OF BUSINESS
SCHOOL OF BUSINESS
IPB UNIVERSITY
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ABSTRACT

AZZAHRATUL ULYA. The Influence of Green Knowledge, Attitude, and Practices (KAP) Towards Product Purchase Decision: Study Case: PT Pertamina Hulu Rokan Employee. Supervised by RADEN DIKKY INDRAWAN and KHAIRIYAH KAMILAH.

With the increasing importance of environmental sustainability, the behavior of individual and businesses toward green practices become higher. However, Riau is one of the city in Sumatra Province still produce the fifth largest waste in Indonesia. PT Pertamina Hulu Rokan is one of the companies in Riau who strongly promote CSR and ESG practice that support environmentally sustainability. This study aims to investigate the influence of green knowledge, attitudes, and practices on purchasing decisions and expected green product feature for daily use. Data were collected through survey using questionnaire that involves 289 respondents with purposive sampling technique and used quantitative descriptive approach with multiple regression analysis. The result show that green knowledge, attitudes and practices has a positive influence towards product purchase decision and improved sustainable packaging solutions by use of eco-friendly materials to enhance sustainable consumer behavior.

Keywords: KAP, purchase decision, green product, multiple regression analysis

ABSTRAK

AZZAHRATUL ULYA. Pengaruh Pengetahuan, Sikap, dan Praktik Hijau (KAP) terhadap Keputusan Pembelian Produk: Studi Kasus: Karyawan PT Pertamina Hulu Rokan. Dibimbing oleh RADEN DIKKY INDRAWAN dan KHAIRIYAH KAMILAH.

Dengan semakin membantu lingkungan, perilaku individu dan bisnis terhadap praktik ramah lingkungan semakin meningkat. Namun, Riau, salah satu kota di Provinsi Sumatera, masih menjadi penghasil sampah terbesar kelima di Indonesia. PT Pertamina Hulu Rokan adalah salah satu perusahaan di Riau yang aktif mempromosikan praktik CSR dan ESG yang mendukung lingkungan. Penelitian ini bertujuan untuk mengkaji pengaruh pengetahuan, sikap, dan praktik hijau terhadap keputusan pembelian serta fitur produk ramah lingkungan yang diharapkan untuk penggunaan sehari-hari. Data dikumpulkan melalui survei menggunakan kuesioner yang melibatkan 289 responden dengan teknik *purposive* pengambilan sampel, serta menggunakan pendekatan deskriptif kuantitatif dengan regresi linier berganda. Hasil penelitian menunjukkan bahwa pengetahuan, sikap, dan praktik hijau memiliki pengaruh positif terhadap keputusan pembelian produk, serta mendukung solusi pengemasan berkelanjutan dengan penggunaan material ramah lingkungan untuk meningkatkan perilaku konsumen yang berkelanjutan.

Kata kunci: KAP, keputusan pembelian, produk hijau, regresi linier berganda



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AND PRACTICES (KAP) TOWARDS PRODUCTS PURCHASE
DECISION. STUDY CASE : PT PERTAMINA HULU ROKAN
EMPLOYEE**

AZZAHRATUL ULYA

Final Thesis
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FOREWORD

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Azzahratul Ulya

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