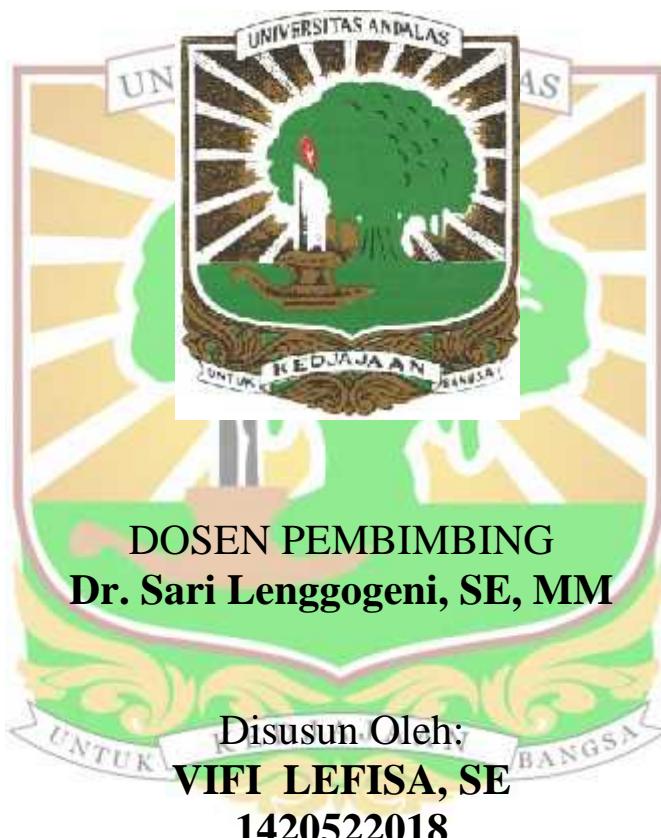


**KETERKAITAN GREEN MARKETING AWARENESS,
PERCEIVED INNOVATION, PERCEIVED VALUE DAN
PURCHASE INTENTION**
(Kasus : *Cafe Karambia* di Kota Padang)

TESIS



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**Disusun dan diajukan untuk memenuhi salah satu syarat dalam
Mencapai derajat Sarjana Strata-2
Pada Program Studi Magister Manajemen
Fakultas Ekonomi Universitas Andalas**



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UNIVERSITAS ANDALAS
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Abstrak

Permasalahan lingkungan menjadi salah satu faktor penting dalam keputusan pembelian terhadap suatu produk, strategi *green marketing* merupakan cara untuk meningkatkan keunggulan kompetitif dan niat pembelian (*purchase intention*) konsumen terhadap suatu produk atau jasa. Pemasaran dengan berbasis lingkungan (*green marketing*) menciptakan suatu bisnis yang berbasis lingkungan dan berdampak baik bagi kelangsungan ekologis. *Green marketing* merupakan strategi yang sangat diperlukan perusahaan dalam merebut pangsa pasar, karena konsumen sekarang ini lebih aktif berusaha untuk menjaga kelestarian lingkungan. Penelitian ini bertujuan untuk melihat pengaruh *green marketing awareness* terhadap *perceived innovation*, *perceived value* dan *purchase intention* dengan analisis data menggunakan statistik deskriptif dan SEM (*Structural Equation Modelling*) yang dioperasikan menggunakan program SmartPLS. Berdasarkan hasil penelitian diketahui bahwa *green marketing awareness* tidak mempengaruhi *purchase intention*, *perceived innovation* berkaitan erat dengan *perceived value*, dan *perceived value* berkaitan erat terhadap *purchase intention*. Dengan nilai Adjusted R Square dari *purchase intention* sebesar 55,72 % artinya *purchase intention* mampu dijelaskan oleh *green marketing awareness* dan *perceived value* dan nilai Adjusted R Square dari *perceived value* sebesar 42,64 % artinya *perceived value* mampu dijelaskan oleh *perceived innovation* dan *purchase intention*.

Kata kunci : *Green Marketing Awareness, Perceived Innovation, Perceived Value, Purchase Intention*

Abstract

Environmental problems become an important factor in the decision to purchase a product, green marketing strategy is a way to improve competitive advantage and purchase intentions of consumers towards a product or service. Marketing with environmental based create a business that is based on environment and good for ecological sustainability. Green marketing is a strategy that is indispensable in the company to capture market share, since consumers are now more active in trying to preserve the environment. This study aims to determine the effect of green marketing awareness of perceived innovation, perceived value and purchase intention with data analysis using descriptive statistics and SEM (Structural Equation Modelling) which is operated using SmartPLS program. Based on the survey results revealed that awareness of green marketing does not affect the purchase intention, perceived innovation is closely related to perceived value and perceived value is closely related to the purchase intention. The value of Adjusted R Square of purchase intention of 55.72% means that purchase intention able to be explained by green marketing awareness and perceived value and the value of Adjusted R Square of perceived value amounted to 42.64% means that perceived value is able to be explained by the perceived innovation and purchase intention.

Keywords: *Green Marketing Awareness, Perceived Innovation, Perceived Value, Purchase Intention*

