

**PENGARUH GREEN PRODUCT DAN ENVIRONMENTAL
KNOWLEDGE TERHADAP GREEN PURCHASE INTENTION PADA
PRODUK SEPEDA LISTRIK DENGAN RELIGIOSITY SEBAGAI
VARIABEL MODERASI**

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S U R A B A Y A**

PROGRAM STUDI MANAJEMEN

FAKULTAS EKONOMI DAN BISNIS ISLAM

UNIVERSITAS ISLAM NEGERI SUNAN AMPEL

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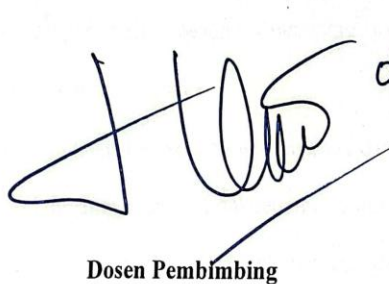
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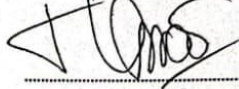
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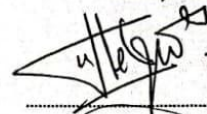
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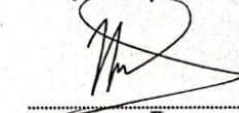
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ABSTRAK

Penelitian ini dilakukan dengan tujuan untuk mengevaluasi pengaruh produk yang ramah lingkungan dan tingkat pengetahuan individu mengenai lingkungan terhadap niat untuk membeli produk ramah lingkungan, khususnya pada sepeda listrik, dengan variabel religiositas sebagai faktor moderasi. Meningkatnya persoalan lingkungan seperti polusi udara dan perubahan iklim memperkuat urgensi adopsi produk yang mendukung keberlanjutan, termasuk sepeda listrik sebagai solusi transportasi yang lebih ramah lingkungan.

Pendekatan pada penelitian ini menggunakan pendekatan kuantitatif dengan penyebaran kuesioner kepada 408 pengguna sepeda listrik di Surabaya sebagai teknik pengumpulan datanya. Analisis data dilakukan menggunakan metode SEM-PLS guna menguji kesesuaian model pengukuran serta hubungan antar variabel dalam model struktural.

penelitian ini memaparkan hasil mengenai Green product dan Enviromental knowledge yang memiliki pengaruh signifikan secara positif terhadap Green purchase intention. Selain itu, religiositas juga terbukti memperkuat hubungan tersebut. Temuan ini menegaskan bahwa dimensi religiusitas berperan dalam meningkatkan kesadaran serta dorongan konsumen untuk membeli produk berorientasi lingkungan.

Secara teoritis, penelitian ini memperluas wawasan dalam kajian perilaku konsumen hijau, serta secara praktis memberikan arah strategi pemasaran bagi produsen untuk mengintegrasikan nilai-nilai religius dalam mempromosikan produk ramah lingkungan.

Kata Kunci: Green Product, Environmental Knowledge, Green Purchase Intention, Religiosity, Sepeda Listrik.

ABSTRACT

This study aims to analyze the influence of green products and environmental knowledge on green purchase intention for electric bicycle products, with religiosity as a moderating variable. Environmental issues such as air pollution and climate change emphasize the importance of using eco-friendly products, including electric bicycles as a sustainable transportation alternative.

This research adopts a quantitative approach by distributing questionnaires to 408 electric bicycle users in Surabaya. The data were analyzed using SEM-PLS to assess the measurement and structural models.

The results show that both green product and environmental knowledge have a significant positive effect on green purchase intention. Furthermore, religiosity significantly moderates the relationship between green product and environmental knowledge with green purchase intention.

These findings suggest that consumer religiosity can enhance awareness and the intention to purchase environmentally friendly products. This study contributes theoretically to the development of green consumer behavior and offers practical implications for producers in designing environmentally conscious marketing strategies based on religious values.

Keywords: *Green Product, Environmental Knowledge, Green Purchase Intention, Religiosity, Electric Bicycle.*

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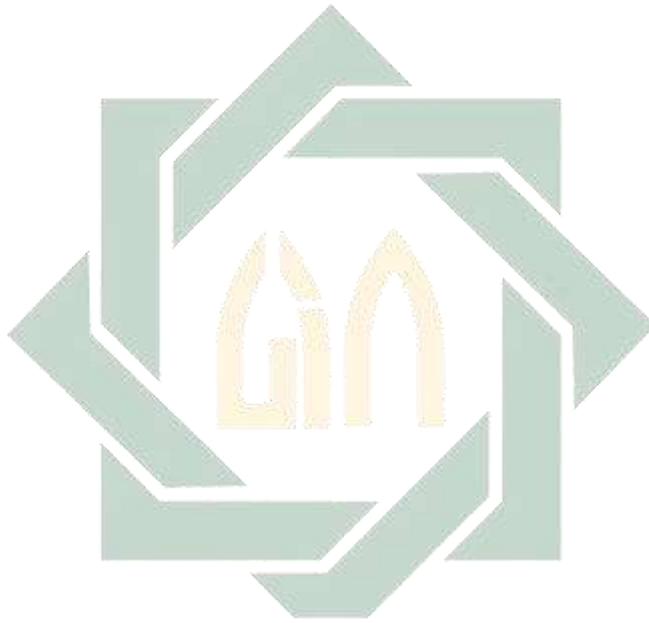
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