

ABSTRAK

Nama : Siti Jamilatul Khoiriah
Program Studi : Manajemen
Judul : Pengaruh *Green Marketing Awareness* dan *Perceived Innovation* Terhadap *Purchase Intention* Melalui *Perceived Quality* Sebagai Variabel *Intervening* Pada Produk Tupperware Di Lhokseumawe

Penelitian ini bertujuan untuk menganalisis pengaruh *green marketing awareness* dan *perceived innovation* terhadap *purchase intention* produk Tupperware di Kota Lhokseumawe, dengan *perceived quality* sebagai variabel *Intervening*. Tupperware sebagai merek yang mengedepankan inovasi ramah lingkungan menjadi menarik untuk diteliti, mengingat meningkatnya kepedulian masyarakat terhadap isu lingkungan serta pentingnya persepsi kualitas dalam membentuk niat beli. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Sampel dalam penelitian ini berjumlah 112 responden yang merupakan konsumen Tupperware di empat kecamatan di Lhokseumawe, yaitu Banda Sakti, Blang Mangat, Muara Satu, dan Muara Dua. Pengumpulan data dilakukan melalui kuesioner, dan analisis data dilakukan menggunakan metode Partial Least Square Structural Equation Modeling (PLS-SEM) dengan bantuan software SmartPLS 4. Hasil penelitian menunjukkan bahwa *green marketing awareness* berpengaruh signifikan terhadap *perchase intention*. Selanjutnya *perceived quality* berpengaruh signifikan terhadap *purchase intention*. Selanjutnya *perceived innovation* berpengaruh signifikan terhadap *purchase intention*. Selanjutnya *perceived innovation* berpengaruh signifikan terhadap *perceived quality*. Kemudian, *perceived innovation* juga terbukti berpengaruh signifikan terhadap *purchase intention* melalui *perceived quality*. Temuan ini mengindikasikan bahwa strategi pemasaran hijau dan persepsi terhadap inovasi produk akan meningkatkan persepsi kualitas konsumen, yang pada akhirnya mendorong niat beli terhadap produk Tupperware.

Kata kunci : *green marketing awareness, perceived innovation, perceived quality, purchase intention, Tupperware.*

ABSTRACT

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Study Program : Management
Title : The Effect of Green Marketing Awareness and Perceived Innovation on Purchase Intention Through Perceived Quality as an Intervening Variable on Tupperware Products in Lhokseumawe

This study aims to analyze the effect of green marketing awareness and perceived innovation on purchase intention of Tupperware products in Lhokseumawe City, with perceived quality as an intervening variable. Tupperware as a brand that prioritizes environmentally friendly innovation is interesting to study, given the increasing public concern about environmental issues and the importance of perceived quality in shaping purchase intentions. This study uses a quantitative approach with a survey method. The sample in this study amounted to 112 respondents who were Tupperware consumers in four sub-districts in Lhokseumawe, namely Banda Sakti, Blang Mangat, Muara Satu, and Muara Dua. Data collection was carried out through questionnaires, and data analysis was carried out using the Partial Least Square Structural Equation Modeling (PLS-SEM) method with the help of SmartPLS 4 software. The results showed that green marketing awareness has a significant effect on purchase intention. Furthermore, perceived quality has a significant effect on purchase intention. Furthermore, perceived innovation has a significant effect on purchase intention. Furthermore, perceived innovation has a significant effect on perceived quality. Then, perceived innovation is also proven to have a significant effect on purchase intention through perceived quality. These findings indicate that green marketing strategies and perceptions of product innovation will increase consumers' perceived quality, which in turn drives purchase intention towards Tupperware products.

Keywords :green marketing awareness, perceived innovation, perceived quality, purchase intention, Tupperware.