ABSTRAK

Nama	:Cut Intan Sari
Program Studi	:Manajemen
Judul	:Efek *attitude, subjective norm, perceived behavioral control*, terhadap *purchase behavior,* untuk efektivitas kampanye *cause relate marketing* (crm) melalui *purchase intention* pada produk ramah lingkungan di Kota Lhokseumawe

Penelitian ini bertujuan untuk menganalisis efek *attitude, subjective norm*, dan *perceived behavioral control* terhadap *purchase behavior* melalui *purchase intention* pada produk ramah lingkungan di Kota Lhokseumawe untuk mendukung efektivitas kampanye Cause Related Marketing (CRM). Penelitian ini menggunakan pendekatan kuantitatif dengan sampel sebanyak 119 responden. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan metode *Partial Least Squares Structural Equation Modeling* (PLS-SEM) dengan bantuan SmartPLS 4. Hasil penelitian menunjukkan bahwa *attitude, subjective norm,* dan *perceived behavioral control* berpengaruh positif dan signifikan terhadap *purchase intention*. Selanjutnya, *purchase intention* dan *attitude* berpengaruh positif dan signifikan terhadap *purchase behavior*, sedangkan *perceived behavioral control* tidak berpengaruh signifikan terhadap *purchase behavior*. Hasil pengujian mediasi menunjukkan bahwa *purchase intention* tidak mampu memediasi pengaruh *attitude, subjective norm*, maupun *perceived behavioral control* terhadap *purchase behavior*. Temuan ini menunjukkan bahwa pembentukan niat pembelian produk ramah lingkungan dipengaruhi oleh sikap, norma subjektif, dan persepsi kontrol perilaku konsumen, sedangkan perilaku pembelian secara langsung lebih dipengaruhi oleh sikap dan niat pembelian. Hasil penelitian ini dapat menjadi pertimbangan dalam meningkatkan efektivitas kampanye *Cause Related Marketing* (CRM) pada produk ramah lingkungan di Kota Lhokseumawe.

Kata Kunci : *Attitude, Subjective Norm, Perceived Behavioral Contol, Purchase Intention, Purchase Behavior, Cause Relate Marketing,* Produk Ramah Lingkungan.

ABSTRACT

Name	:Cut Intan Sari
Study program	:*Management*
Title	:*The Effect of Attitude, Subjective Norm, and Perceived Behavioral Control on Purchase Behavior for the Effectiveness of Cause Related Marketing (CRM) Campaigns through Purchase Intention on Eco-friendly Products in Lhokseumawe City*

This study aims to analyze the This study aims to analyze the effect of attitude, subjective norm, and perceived behavioral control on purchase behavior through purchase intention on eco-friendly products in Lhokseumawe City to support the effectiveness of Cause Related Marketing (CRM) campaigns. This study uses a quantitative approach with a sample of 119 respondents. Data were collected through questionnaires and analyzed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method with the help of SmartPLS 4. The results showed that attitude, subjective norm, and perceived behavioral control had a positive and significant effect on purchase intention. Furthermore, purchase intention and attitude had a positive and significant effect on purchase behavior, while perceived behavioral control did not have a significant effect on purchase behavior. The results of the mediation test showed that purchase intention was unable to mediate the effect of attitude, subjective norm, and perceived behavioral control on purchase behavior. These findings indicate that the formation of purchase intention for eco-friendly products is influenced by attitude, subjective norm, and perceived behavioral control, while purchase behavior is directly more influenced by attitude and purchase intention. The results of this study can be used as a consideration in increasing the effectiveness of Cause Related Marketing (CRM) campaigns for eco-friendly products in Lhokseumawe City.

Keywords: *Attitude, Subjective Norm, Perceived Behavioral Control, Purchase Intention, Purchase Behavior, Cause Related Marketing, Eco-friendly Products*