

ABSTRACT

Based on the phenomenon of global warming, many companies carry out the "Green Company" program in Indonesia, one of which is Ikea. From 2001 to 2022 Ikea's revenue chart tends to increase. This means that every year consumer purchase interest can be said to be good. However, Ikea's consumer value is still inferior to other retailers, one of which is Ace Hardware, which ranks above Ikea in consumer value. The purpose of this study is to determine the effect of customer environmental responsibility and green marketing on purchase intention both simultaneously and partially on Ikea products. The purpose of this study is to determine the effect of customer environmental responsibility and green marketing on purchase intention both simultaneously and partially on Ikea products.

This study uses quantitative methods with various series of tests including validity, reliability, multiple linear regression, classical assumption test, hypothesis testing which is divided into t test, f test, and the coefficient of determination (R²). The sampling technique uses a non-probability sample technique, namely purposive sampling. The population in this study is the people of Greater Bandung who know that Ikea implements environmentally friendly programs, the number of which is not known for certain. The sample used in this study was 100 people.

Based on the results of simultaneous hypothesis testing (f test) shows that customer environmental responsibility and green marketing simultaneously have a significant effect on purchase intention. Based on the results of partial hypothesis testing (t test), it is found that customer environmental responsibility and green marketing have a significant effect on purchase intention. Based on the coefficient of determination (R²), it is found that customer environmental responsibility and green marketing have a large influence on purchase intention with a value of 51.3% and contributions from customer environmental responsibility variables of 7.5% and green marketing of 43.8%.

After doing the research, suggestions are given to Ikea so that they can continue to improve the variables of customer environmental responsibility, green marketing and need to increase their sense of green place, namely expanding their outlets and the need to improve the environment by educating the public so that they will be encouraged to have an interest in buying Ikea products which is eco-friendly.

Keyword : Customer Environmental Responsibility, Green Marketing, Purchase Intention, Ikea.