

## INTISARI

**Mirela., Septa., Evanda. 2022. Sikap Pada Perilaku Beli Produk Herbal, Kepedulian Lingkungan Pada Perilaku Beli Produk Herbal, Keefektifan Persepsian Pada Perilaku Beli Produk Herbal, Pengetahuan Lingkungan Pada Perilaku Beli Produk Herbal dan Niat Beli Pada Perilaku Memilih Rumah Sakit. Program Studi S1 Manajemen. Fakultas Ekonomi. Universitas Setia Budi Surakarta. Pembimbing I. Dr. Waluyo Budi Atmoko, M.M. Pembimbing II. Nang Among Budiadi, S.E, M.Si.**

Penelitian ini bertujuan untuk menguji pengaruh variabel perilaku beli produk herbal. Perilaku beli produk herbal disebabkan oleh niat beli produk herbal. Niat beli produk herbal di pengaruhi oleh sikap, kepedulian lingkungan, keefektifan persepsian dan pengetahuan lingkungan. Data diperoleh melalui kuisisioner yang dibagikan melalui media sosial. Teknik penyampelan yang digunakan yang itu Purpositive sampling sebanyak 200 responden. Uji hipotesis menggunakan analisis permodelan persamaan struktural (Structural Equation Modelling – SEM) dan analisis regresi logistik. Hasil penelitian mendapatkan hasil niat beli produk herba; tidak berpengaruh pada perilaku beli produk herbal, sikap berpengaruh pada niat beli produk herbal, kepedulian lingkungan tidak berpengaruh positif pada niat beli produk herbal keefektifan persepsian berpengaruh positif pada niat beli produk herbal dan pengetahuan lingkungan tidak berpengaruh pada niat beli produk herbal.

Kata Kunci : Perilaku beli, Niat beli, Sikap, Kepedulian lingkungan, Keefektifan persepsian, Pengetahuan lingkungan.

## ABSTRACT

**Mirela., Septa., Evanda. 2022. Attitudes on Buying Behavior of Herbal Products, Environmental Concern on Buying Behavior of Herbal Products, Effectiveness of Perceptions on Buying Behavior of Herbal Products, Environmental Knowledge on Buying Behavior of Herbal Products and Purchase Intentions on Hospital Choosing Behavior. S1 Management Study Program. Faculty of Economics. Setia Budi University, Surakarta. Advisor I. Dr. Waluyo Budi Atmoko, M.M. Advisor II. Nang Among Budiadi, S.E, M.Sc.**

This study aims to examine the effect of the variable buying behavior of herbal products. The buying behavior of herbal products is caused by the intention to buy herbal products. Intention to buy herbal products is influenced by attitudes, environmental concerns, perceived effectiveness and environmental knowledge. Data was obtained through questionnaires distributed through social media. The sampling technique used was purposive sampling as many as 200 respondents. Hypothesis testing using structural equation modeling analysis (Structural Equation Modeling - SEM) and logistic regression analysis. The results of the study obtained the results of the intention to buy herbal products; does not affect the buying behavior of herbal products, attitudes affect the purchase intention of herbal products, environmental awareness does not have a positive effect on the purchase intention of herbal products, perceived effectiveness has a positive effect on the purchase intention of herbal products and environmental knowledge has no effect on the purchase intention of herbal products.

**Keywords:** Buying behavior, Purchase intention, Attitude, Environmental care, perceived effectiveness, Environmental knowledge.