

## Pengaruh Religiusitas terhadap Pembelian Green Products Pada Masyarakat Muslim Di Indonesia = The Role of Religiosity in Purchase of Green Products by Muslim in Indonesia

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### Abstrak

Masalah lingkungan yang terjadi, menyebabkan peningkatan kesadaran dan gerakan pencegahan terhadap kerusakan lingkungan. Hal ini juga berdampak pada berubahnya pola konsumsi masyarakat. Trend saat ini menunjukkan adanya peningkatan konsumsi produk ramah lingkungan oleh konsumen. Begitupun umat islam yang notabene diajarkan mengenai penjagaan lingkungan. Skripsi ini bertujuan untuk mengetahui bagaimana pengaruh religiosity terhadap pembelian green products di Indonesia dengan melihat 4 variabel yaitu collectivism, eco-literacy, environmental concern, dan attitude towards green product. Analisis data pada penelitian ini menggunakan software SPSS dan AMOS dengan metode pengolahan data Structural Equation Modelling (SEM). Hasil penelitian menunjukkan bahwa terdapat hubungan yang positif dan signifikan dari religiosity terhadap collectivism dan eco-literacy, eco-literacy terhadap environmental concern dan attitude towards green product, collectivism terhadap attitude towards green product, dan environmental concern terhadap attitude towards green product.

.....The environmental problem that happen today, increase people awareness and movement to prevent environmental problem. It also affects the consumption pattern of consumer in society. The trend shows that there is the increase of green product consumption in society. Then, That increase is also shown in moslem consumer that having thought of environmental protection in their religion. This study purpose was to find out how the role of religiosity in purchase of green products in Indonesia by analyzing 4 variables, collectivism, eco-literacy, environmental concern, and attitude towards green products. The data were analyzed using SPSS and AMOS with the Structural Equation Modelling (SEM) method. The finding of this study showed that there were influence of religiosity to collectivism and eco-literacy, eco-literacy to environmental concern and attitude towards green products, collectivism to environmental concern, and environmental concern to attitude towards green products.