

**DETERMINANTS OF INTENTION TO PURCHASE  
ECOLOGICALLY FRIENDLY PRODUCTS  
ACCORDING TO THE THEORY PLANNED OF  
BEHAVIOR**

**(Study On Students of University of Darussalam Gontor)**



**By:**

**Salsabila Rismana**

**422021413079**

**DEPARTMENT OF ISLAMIC ECONOMICS  
FACULTY OF ECONOMICS AND MANAGEMENT  
UNIVERSITY OF DARUSSALAM GONTOR  
2024/1446**

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**UNDERGRADUATE THESIS**

Submitted In Fulfillment of the Requirements  
For the Degree of Bachelor of Economics (Islamic Economics)

By  
**Salsabila Rismana**  
**422021413079**

**DEPARTMENT OF ISLAMIC ECONOMICS  
FACULTY OF ECONOMICS AND MANAGEMENT  
UNIVERSITY OF DARUSSALAM GONTOR**  
**2024/1446**



## **ABSTRAK**

### **Determinan Niat Untuk Membeli Produk Ramah Lingkungan Menurut *Theory Planned of Behavior***

**(Studi Pada Mahasiswa Universitas Darussalam Gontor)**

Salsabila Rismana

422021413079

Tujuan dari penelitian ini ialah untuk menganalisis atau menentukan pengaruh sikap, norma subyektif, dan kontrol perilaku yang dipersepsikan dengan tujuh faktor intrinsik yang mendukung ketiga variabel yaitu kebermanarikan, kepercayaan, dukungan orang tua, dukungan teman sejawat, latar belakang budaya keluarga, keinginan diri, dan keyakinan diri terhadap minat mahasiswa Universitas Darussalam Gontor untuk membeli produk ramah lingkungan.

Metode penelitian yang digunakan ialah metode kuantitatif dengan teknik pengumpulan data menggunakan kuesioner yang berisi 5 skala Likert. Sampel penelitian adalah 74 mahasiswa di Universitas Darussalam Gontor Mantingan Kampus 2 yang ditentukan dengan rumus Slovin. Adapun teknik pengolahan data dalam penelitian ini dilakukan menggunakan software E-Views 12 dan dianalisis dengan menggunakan teknik regresi linier berganda.

Adapun hasil dari penelitian ini menunjukkan bahwa berdasarkan analisis Teori Perilaku Terencana (TPB) terhadap minat mahasiswa untuk membeli produk ramah lingkungan secara simultan berpengaruh signifikan. Secara parsial, keenam faktor intrinsik terhadap minat beli produk ramah lingkungan yakni kebermanarikan dan kepercayaan yang berasal dari variabel sikap tidak berpengaruh signifikan terhadap minat beli produk ramah lingkungan, dukungan orang tua, dukungan teman sejawat dan latar belakang budaya keluarga yang berasal dari variabel norma subjektif tidak berpengaruh signifikan terhadap minat beli produk ramah lingkungan, keinginan diri yang berasal dari variabel kontrol persepsi perilaku tidak berpengaruh secara signifikan terhadap minat beli produk ramah lingkungan. Sedangkan disisi lain, hanya faktor keyakinan diri sebagai faktor intrinsik kontrol persepsi perilaku yang berpengaruh secara signifikan terhadap minat beli produk ramah lingkungan. Implikasi dari penelitian ini ialah agar para peneliti, pengusaha, dan lain sebagainya dapat menyusun desain strategi atau kebijakan yang lebih menarik dan efektif untuk menarik konsumen agar memilih produk yang berkelanjutan dan mendukung kelestarian lingkungan serta dapat mendorong kolaborasi multidisiplin antara bidang ekonomi, lingkungan, teknologi dan sosiologi demi menciptakan solusi inovatif dalam mengatasi masalah lingkungan.

**Kata Kunci:** Teori Perilaku Terencana, Minat Beli, Produk Ramah Lingkungan

## **ABSTRACT**

### **Determinants of Intention to Purchase Ecologically Friendly Products According to The Theory Planned of Behavior (Study On Students Of University of Darussalam Gontor)**

Salsabila Rismana

422021413079

The purpose of this research is to analyze the influence of attitudes, subjective norms, and perceived behavioral control with seven intrinsic factors that support the three variables, namely attractiveness, belief, parental support, peer support, family cultural background, self-desire, and self-confidence on students' intention in purchasing ecologically friendly products.

The research method used is a quantitative method with data collection techniques using a questionnaire that contains a 5-point Likert scale. The research sample consists of 74 students from Universitas Darussalam Gontor Mantingan Campus 2, determined using the Slovin formula. The data processing technique in this study was carried out using E-Views 12 software and analyzed using multiple linear regression techniques.

The results of this study indicate that based on the analysis of the Theory of Planned Behavior (TPB) regarding students' intention in purchasing ecologically friendly products, there is a significant simultaneous effect. Partially, the six intrinsic factors affecting the intention in purchasing ecologically friendly products, namely attractiveness and belief derived from the variable of attitude, do not significantly influence the intention in purchasing ecologically friendly products. Parental support, peer support, and family cultural background derived from the variable of subjective norms do not significantly influence the intention in purchasing ecologically friendly products. Self-desire derived from the variable of perceived behavioral control does not significantly influence the intention in purchasing ecologically friendly products. On the other hand, only self-confidence as an intrinsic factor of perceived behavioral control significantly influences the intention in purchasing ecologically friendly products. The implication of this research is that researchers, entrepreneurs, and others can design more attractive and effective strategies and policies to attract consumers to choose sustainable products and support environmental preservation, as well as encourage multidisciplinary collaboration between the fields of economics, environment, technology, and sociology to create innovative solutions in addressing environmental issues.

**Keywords:** Theory of Planned Behavior, Purchase Intention, Eco-Friendly Products

### DECLARATION

Name : Salsabila Rismana  
Registered No. : 422021413079  
Faculty : Economics and Management  
Department : Islamic Economics  
The Title : Determinants of Intention to Purchase Ecologically  
Friendly Products According to The Theory Planned of  
Behavior  
(Study On Students Of University of Darussalam Gontor)

I hereby declare that this undergraduate thesis is the result of my own investigations, expect where otherwise stated. I also declare that it has not been previously or concurrently submitted as a whole for any other degrees at University of Darussalam Gontor or other institutions.

Gontor, Rajab 30<sup>th</sup>, 1446 H  
January 30<sup>h</sup>, 2025

Author,



**Salsabila Rismana**  
NIM. 422021413079

### APPROVAL OF SUPERVISOR

To Honorable,  
**Dean of Faculty of Economics and Management**  
**University of Darussalam Gontor**

*Bismillahirrahmanirrahim,*  
*Assalamu'alaikum Wr. Wb.*

I certify that I have supervised and read this thesis, written by:

Name : Salsabila Rismana  
Reg. Number : 422021413079  
The Title : Determinants of Intention to Purchase Ecologically  
Friendly Products According to The Theory Planned of  
Behavior  
(Study On Students Of University of Darussalam  
Gontor)

In my opinion, it conforms to acceptable standards of scholarly presentation and is fully adequate, in scope and quality, as an undergraduate thesis for the degree of Bachelor of Islamic Economics Department.

*Wassalamu'alaikum Wr. Wb.*

Gontor, Rajab 29<sup>th</sup>, 1446 H  
January 29<sup>th</sup>, 2025 M

Supervisor,



**Dr. Iqbal Imari, M.S.I.**  
NIDN. 0724028704



**THESIS EXAMINATION COMMITTEE APPROVAL**

The examination committee declared that the thesis written by:

Name : Salsabila Rismana  
Reg. Number : 422021413079  
The Title : Determinants of Intention to Purchase Ecologically  
Friendly Products According to The Theory Planned of  
Behavior  
(Study On Students Of University of Darussalam Gontor)

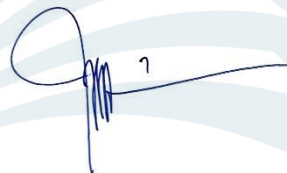
It has passed to thesis examination and it conforms to acceptable standards of scholarly presentation and is fully adequate, in scope and quality, as an undergraduate thesis for the degree of Bachelor in Department of Islamic Economics, Faculty of Economics and Management, University of Darussalam Gontor.

Chairman,



**Al-Ustadz Iqbal Imari, M.S.I.**

Secretary,



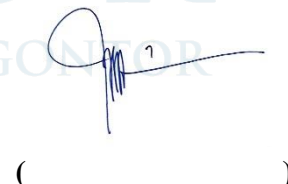
**Al-Ustadz Meichio Lesmana, M.E.**

The team of thesis Examination:

1<sup>st</sup> Examiner: **Al-Ustadz Abdul Latif Rizqon, S.E.I., M.E.**



2<sup>nd</sup> Examiner : **Al-Ustadz Meichio Lesmana, M.E.**





### APPROVAL OF DEAN

The Faculty of Economics and Management University of Darussalam Gontor has received the thesis written by:

Name : Salsabila Rismana

Reg. Number : 422021413079

The Title : Determinants of Intention to Purchase Ecologically Friendly Products According to The Theory Planned of Behavior  
(Study On Students Of University of Darussalam Gontor)

It is accepted as fulfillment of the requirement for the degree of Bachelor of Islamic Economics in the Faculty of Economic and Management, academic year 1444-1445/2023-2024.

Gontor, Rajab 30<sup>th</sup>, 1446  
Januari 30<sup>th</sup>, 2025

Dean, Faculty of Economics and  
Management



**Dr. Hartomi Maulana, M.Sc.**  
NIDN. 0704108005

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## MOTTO

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

إِنْ أَحْسَنْتُمْ أَحْسَنْتُمْ لِأَنْفُسِكُمْ وَإِنْ أَسَأْتُمْ فَلَهَا (الإسراء: 7)

If you do good, you do good for yourselves; and if you do evil, [you do it] to yourselves.

(Al Isra':7)

وَمَنْ يَشْكُرْ فَإِنَّمَا يَشْكُرُ لِنَفْسِهِ (لقمان: 12)

And whoever gives thanks, he gives thanks for (the good of) himself

(Q.S. Luqman: 12)

مَنْ لَمْ يَشْكُرِ النَّاسَ لَمْ يَشْكُرِ اللَّهَ (رواه الترمذي)

Whoever is not thankful to people, then he is not thankful to Allah

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## DEDICATION SHEET

I dedicate this worthy thesis to them for their continued support in finishing this thesis. First of all, to Allah, The Almighty, The Most Merciful, The Most Compassionate, The King, The Powerful, The Most Gentle, and The Gracious. My Prophet Muhammad, The Light of Humanity, Most Believable, Most Trusteeship, Most Intelligence, and The Noblest to become *rahmatan lil-'alamin*.

My beloved parents, Yarisman and Ina Nurjanah, have given and done the best for me, never last of munajat and pray for my success. My beloved brothers Fahryan Akbar Rabbani and Muhammad Zaky Hamizan, who has given me support from the beginning this study and always support me for finishing this study. And for all my family, who always bless me and pray for me to reach my goals in my life. I love you all to the moon and back.

My Beloved friends "Virtuous Generation", my beloved classmates in the Department of Islamic Economics, and my beloved lecturers of University of Darussalam Gontor, for support to complete this undergraduate thesis and help me to pass through challenging conditions while being a student here.

Don't forget to my beloved little sisters and big sisters in my room, who always support me for doing this undergraduate thesis and always remind me if I have lost my focus for doing this thesis. I love you so much.

My beloved student, Committed Generation who ever give me support for doing this thesis and complete this.

## ACKNOWLEDGEMENTS



Alhamdulillah, praise be to the Lord of all worlds for His blessings and abundances, researcher can accomplish the study and overcome various challenges and obstacles during conducting the research. Gratitude keeps pouring due to His entire grace towards the comprehensiveness of completing research.

Prayers and peace be upon our Prophet, Muhammad SAW, along with His family and companions. As well, hopefully we are categorized among ones who deserve to gain syafa'at later on the Day of Resurrection. Aamiin.

Although this research is far from perfect, research expects the pleasure of Allah SWT on how everything has been conducted here. Moreover, this result of studies contributes to self-useful and beneficial for others. within this chance, A researcher would like to acknowledge the profound gratitude to:

1. Leader of Modern Boarding School of Darussalam Gontor: K.H. Hasan Abdullah Sahal, Drs. K.H. Akrim Mariyat, Dipl. A. Ed., and Prof. Dr. K.H. Amal Fathullah Zarkasyi, M.A. May Allah entirely protect and keep them.
2. Rector of University of Darussalam Gontor, Prof. Dr. K.H. Hamid Fahmy Zarkasyi, M.A.Ed., M.Phil.; Vice Rector I, Dr. Abdul Hafidz Zaid, M.A.; Vice Rector II, Dr. Setiawan Bin Lahuri, M.A.; Vice Rector III, Dr. Khoirul Umam, M.Ec.; Vice Rector IV, Dr. Royyan Ramdhani Djayusman, M.A., Ph.D., who continually motivate and instruct us, may Allah lighten their steps in carrying out the mandate at University of Darussalam Gontor.
3. Dean of Faculty of Economics and Management, Dr. Hartomi Maulana, M.Sc who sincerely and heartfelt teach and educate us about the meaning of struggle.
4. Head of Islamic Economics Departement, Dr. Mufti Afif, Lc., M.A. and the lecturers who continuously provide guidance and instruction. Through their

bringing up, we are finally standing in this step. May Allah reciprocate each kindness by pouring rewards.

5. Dr. Iqbal Imari M.Si., who constantly and patiently supervises us to finish this research. May Allah bestow wherever he is.
6. All the lecturers who have taught and educated during the learning process at University of Darussalam Gontor both in and out class.
7. Parents, siblings, partners, and friends who morally and materially contribute and support researcher to conquer this study.

May their dedicated deeds be pious reward in the sight of Allah SWT, all their sins are forgiven, and all their dedications are lightened up, as well they are bestowed by happiness both in this world and hereafter. *Allahuma Aamiin.*

Gontor, 20 Rajab 1446  
20 Januari 2025

Your Sincerely,



**Salsabila Rismana**

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