

*Bachelor Thesis  
Management Study Program  
Odd Semester 2018/2019*

**ANALYSIS OF FACTORS THAT INFLUENCE THE INTENTION TO  
PURCHASE ENVIRONMENTAL FRIENDLY AIR CONDITIONER  
IN BATAM**

NPM : 1541173  
DORIS FORTUNATA ANG

*Abstract*

*The purpose of this research is to find out the factors that influence the intention to purchase environmentally friendly air conditioners in the city of Batam. The independent variables used in this study are environmental attitude, environmental concern, perceived consumer effectivity, health consciousness, social influence, media influence, perceived government effectiveness while the dependent variable is the green purchase intention.*

*The sample in this study is prospective buyers who intend to buy environmentally friendly AC brands LG, Sharp, Panasonic, and Samsung. The data disseminated as many as 366 while that can be used in this study is 338, but after testing outliers only 324 data can be used. The sampling method is judgemental sampling.*

*The results showed that there was a positive significant effect between the environmental attitude variable, perceived consumer effectiveness, media influence, health consciousness on green purchase intention, while the environmental concern variable, social influence and perceived government initiation did not have a significant effect on the green purchase intention.*

**Keywords** : *environmental attitude, environmental concern, social influence, perceived government initiation, green purchase intention.*