

UNIVERSITAS INTERNASIONAL BATAM

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ANALYSIS FACTORS THAT INFLUENCES PURCHASE BEHAVIOUR OF ELECTRICITY SAVING AC IN BATAM CITY

**KALVINA CHE
NPM: 1641190**

ABSTRACT

This research was conducted to find out the factors influencing purchase behavior. The independent variables in this study were environmental concern, personal norm, perceived value, and willingness to pay. The intervening variable was purchase intention and the dependent variable is purchase behaviour.

The samples in this study were purchasers repurchasing environmentally friendly Air Conditioners under the Sharp, Daikin, Panasonic, LG and Samsung brands. The data were distributed 310 sets. The data received were 307 sets. In this study, the sampling method used by researchers is purposive sampling.

After conducting research, research data indicate that environmental concern has no significant effect on Purchase Intention. Personal norm, perceived value, and willingness to pay have significant positive effect on purchase intention. Purchase intention has significant positive effect on purchase behaviour.

Keywords: *environmental concern, personal norms, perceived value, willingness to pay, purchase intentions, purchase behavior*