

# UNIVERSITAS INTERNASIONAL BATAM

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## **ANALYSIS OF FACTORS THAT INFLUENCE SMARTWATCH PURCHASE INTENTION AT MILLENNIALS IN BATAM**

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### **ABSTRACT**

*This study aims to examine the smartwatch or smart watch. This product is increasingly popular among young people because it has many functions and conveniences in its features such as notifications to digital map navigation. This smart watch in its concept can be called environmentally friendly because the power source used comes from electricity unlike ordinary watches that use batteries as a source of energy.*

*This research was conducted to determine the effect of independent variables namely price, knowledge, eco-label and peer pressure on green purchase intention as the dependent variable. This study took a sample of 278 respondents in the city of Batam, using a purposive sampling method, namely the selection of samples in accordance with predetermined criteria and then tested using SPSS.*

*The results of this study indicate that all independent variables namely price, knowledge, eco-label and peer pressure have a significant positive relationship to the dependent variable, green purchase intention. This shows that teenage consumers have a concern for environmentally friendly products.*

**Keywords:** *price, knowledge, eco-label and peer pressure, green purchase intention, smartwatch.*