

UNIVERSITAS INTERNASIONAL BATAM

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***ANALYSIS OF FACTORS THAT INFLUENCE CONSUMER INTENTION
TO PURCHASE ENVIRONMENTAL FRIENDLY CARS IN BATAM***

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Abstract

Research point is to know what affects consumers' desire to buy environmental friendly cars in Batam. Independent are product knowledge, price perception, environmental attitude, social influence and perceived risk. Dependent is buying intention.

The research sample is prospective buyers who intend to buy environmental friendly cars such as Honda Mobilio, Toyota Avanza, Suzuki Ertiga, Nissan Livina, and Toyota Sienta. There are 300 questionnaires were distributed but only 280 could be used and after the outlier test, there were 15 data could not be used. Samples were taken by judgmental sampling method.

The research results show that there is positive significant effect between product knowledge, price perception, and perceived risk on buying intention. Environmental attitude and social influence do not have a significant effect on buying intention.

Keywords: *product knowledge, price perception, environmental attitude, perceived risk, buying intention.*