

PENGARUH *GREEN PRODUCT* DAN *ELECTRONIC WORD OF MOUTH (E-WOM)* TERHADAP NIAT BELI KONSUMEN LOKAL PADA PRODUK WANAGIRI BALI COFFEE

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ABSTRAK

Perubahan perilaku konsumen menuju pola konsumsi berkelanjutan menjadi fenomena penting seiring meningkatnya kepedulian masyarakat terhadap isu lingkungan. Namun, optimalisasi niat beli konsumen lokal terhadap produk kopi ramah lingkungan, khususnya Wanagiri Bali Coffee di Kabupaten Buleleng, masih menjadi tantangan. Tujuan penelitian yakni menganalisis pengaruh *green product* dan *electronic word of mouth (e-WOM)* terhadap niat beli konsumen lokal pada produk Wanagiri Bali Coffee. Penelitian ini menggunakan pendekatan kuantitatif kausal dengan melibatkan 120 responden yang terdiri dari konsumen lokal di Kabupaten Buleleng, sampel ditentukan melalui teknik *purposive sampling*. Data dikumpulkan menggunakan kuesioner berbasis *Google Form* yang diukur menggunakan skala Likert, data dianalisis menggunakan regresi linear berganda melalui SPSS versi 31. Hasil uji instrumen menunjukkan bahwa seluruh item pernyataan valid dan reliabel. Hasil penelitian menunjukkan bahwa *green product* dan *e-WOM* berpengaruh positif dan signifikan terhadap niat beli pada taraf signifikansi 5%, baik secara parsial maupun simultan. Nilai koefisien determinasi (R^2) sebesar 0,546 menunjukkan bahwa *green product* dan *e-WOM* mampu menjelaskan niat beli sebesar 54,6%. Atribut produk ramah lingkungan berperan dalam membangun kepercayaan konsumen, sedangkan ulasan digital berfungsi sebagai validasi sosial yang memperkuat niat beli. Temuan ini menunjukkan bahwa nilai keberlanjutan produk dan komunikasi digital yang kredibel merupakan faktor penting dalam meningkatkan potensi pasar lokal Wanagiri Bali Coffee.

Kata kunci: *green product*, *e-WOM*, niat beli, Wanagiri Bali Coffee

THE INFLUENCE OF GREEN PRODUCT AND ELECTRONIC WORD OF MOUTH (E-WOM) ON LOCAL CONSUMERS' PURCHASE INTENTION TOWARD WANAGIRI BALI COFFEE

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ABSTRACT

The trend in consumer behavior toward sustainable consumption has become significant, coinciding with growing public awareness of environmental issues. However, optimizing local consumers' purchase intention toward environmentally friendly coffee products, particularly Wanagiri Bali Coffee in Buleleng Regency, remains a challenge. This study aims to analyze the influence of green products and electronic word of mouth (e-WOM) on local consumers' purchase intention toward Wanagiri Bali Coffee. A causal-quantitative approach was employed, involving 120 respondents consisting of local consumers in Buleleng Regency, selected through purposive sampling. Data were collected using a Google Form based questionnaire with a Likert scale and analyzed using multiple linear regression via SPSS version 31. The instrument testing results indicated that all questionnaire items were valid and reliable. The results indicate that both green products and e-WOM have a positive and significant effect on purchase intention at a 5% significance level, both partially and simultaneously. The coefficient of determination (R^2) was 0.546, indicating that green products and e-WOM explained 54.6% of the variation in purchase intention. Environmentally friendly product attributes play a role in building consumer trust, while digital reviews serve as social validation that strengthens purchase intention. These findings suggest that product sustainability values and credible digital communication are key factors in enhancing the local market potential of Wanagiri Bali Coffee.

Keywords: green product, e-WOM, purchase intention, Wanagiri Bali Coffee