

ABSTRAK

Limbah kayu di Indonesia merupakan salah satu jenis limbah yang masih belum dimanfaatkan secara optimal, sehingga berpotensi menimbulkan permasalahan lingkungan dan pemborosan sumber daya yang sebenarnya masih memiliki nilai guna. Kondisi tersebut mendorong perlunya inovasi berkelanjutan melalui pemanfaatan limbah kayu sebagai bahan baku pembuatan rak galon air minum. Penelitian ini bertujuan untuk menganalisis faktor-faktor yang memengaruhi Green Purchase Intention konsumen terhadap produk rak galon berbahan limbah kayu. Penelitian dilakukan menggunakan pendekatan kuantitatif dengan metode Structural Equation Modeling–Partial Least Squares (SEM-PLS) terhadap 425 responden. Hasil penelitian menunjukkan bahwa Attitude, Subjective Norm, dan Perceived Behavioral Control berpengaruh positif dan signifikan terhadap Green Purchase Intention, sedangkan Environmental Knowledge tidak berpengaruh secara langsung. Temuan ini menunjukkan bahwa selain aspek lingkungan, faktor psikologis dan sosial memiliki peran penting dalam mendorong niat beli konsumen terhadap produk berbahan daur ulang, sehingga diperlukan peningkatan literasi lingkungan serta penguatan strategi komunikasi dan pemasaran yang tepat.

Kata kunci: *Produk Daur Ulang, Theory of Planned Behavior, Green Purchase Intention*

ABSTRACT

Wood waste in Indonesia is one type of waste that has not yet been optimally utilized, thereby potentially causing environmental problems and the inefficient use of resources that still possess functional value. This condition highlights the need for sustainable innovation through the utilization of wood waste as a raw material for producing water gallon racks. This study aims to analyze the factors influencing consumers' Green Purchase Intention toward water gallon rack products made from wood waste. The study employs a quantitative approach using the Structural Equation Modeling–Partial Least Squares (SEM-PLS) method and involves 425 respondents. The results indicate that Attitude, Subjective Norm, and Perceived Behavioral Control have a positive and significant effect on Green Purchase Intention, while Environmental Knowledge does not have a direct effect. These findings suggest that, beyond environmental aspects, psychological and social factors play an important role in encouraging consumers' purchase intentions toward recycled products, thereby highlighting the need to enhance environmental literacy as well as strengthen appropriate communication and marketing strategies.

Keywords: *Recycled Product, Theory of Planned Behavior, Green Purchase Intention*