SUMMARY

WIDYA WARDHANI. The Influence of Consumer Perceptions and Preferences of Green Product Purchasing Decisions (Case Puri Botanical Residence Jakarta). Supervised by UJANG SUMARWAN and LILIK NOOR YULIATI.

The purpose of the study can be formulated as follows: (1) Analyzing the factors that influence consumer perceptions of residential green product purchasing decisions, (2) analyze the factors that influence consumer preferences towards residential green product purchasing decisions, (3) to analyze the influence of consumer perceptions and preference toward residential green product purchasing decisions, and (4) analyzing the residential green product purchasing decisions.

The problem faced is the urbanization due to the rapid development of economic activities in Jakarta that creates the increasing need for housing. To determine the consumer needs, the study of consumer behavior is needed to determine the factors that influence consumer behavior to purchase goods or services. The most important part for marketing management is how to facilitate the decision-making process of consumers. If marketers can find out more about what is inside and minds of individuals before making a decision to buy goods or services, then it would be more useful for marketers. In this study, analyzed more about the perceptions and preferences of consumers towards green product residence purchasing decisions in Puri Botanical.

The research design in this study is a survey method. Sampling technique with convenience sampling. The data obtained was 151 respondents, divided into two groups: group of residents and non-residents. In this study, developed a model with 30 indicators (27 indicators of exogenous, and 3 endogenous indicator). Data were analyzed by using Partial Least Square Analysis SmartPLS program. The results of this study are variable products, facilities, image developer, method of payment and the environment that has a significant impact on residential green product purchasing decisions. While variable pricing, promotion, and social factors has no significantly affect to the residential green product purchasing decisions.

Managerial implications that can be given to the management of PT. Indonesian Copylas related to construct variables that affect consumer perceptions and preferences, are: (1) increase the value-added products; (2) pricing strategies according to the characteristics of the product and the benefits it offers; (3) ensure the availability of quality products for consumers; and (4) increasing promotional activity above the line and below the line.

Keywords: Consumer Perceptions, Consumer Preferences, Green Product, Housing, Partial Least Square, Purchase Decision.