

RINGKASAN

Penelitian ini merupakan penelitian survei pada calon konsumen produk bandol Kampung Banaran khas Banyumas. Penelitian ini mengambil judul: “Peran Mediasi *Perceived Novelty* dan Peran Moderasi *Consumer Innovation* Pada Hubungan *Perceived Green Product Innovation* terhadap *Green Purchase Intention*”. Tujuan penelitian ini adalah untuk mengetahui pengaruh *perceived green product innovation* terhadap *green purchase intention* pada UMKM Bandol Kampung Banaran di Banyumas dengan *consumer innovation* sebagai variabel moderasi, dan *perceived novelty* sebagai variabel mediasi. Populasi dalam penelitian ini adalah seluruh calon konsumen di wilayah Eks Keresidenan Banyumas, yaitu Kabupaten Banjarnegara, Purbalingga, Banyumas, dan Cilacap. Jumlah responden yang diambil dalam penelitian ini adalah 166 responden. *Purposive sampling model* digunakan dalam penentuan responden.

Berdasarkan hasil penelitian dan analisis data dengan menggunakan analisis SEM PLS yang menunjukkan bahwa: (1) *Perceived green product innovation* berpengaruh positif terhadap *green purchase intention*, (2) *Perceived green product innovation* tidak berpengaruh positif terhadap *perceived novelty*, (3) *Perceived novelty* berpengaruh positif terhadap *green purchase intention*, (4) Peran *perceived novelty* tidak memediasi hubungan antara *perceived green product innovation* terhadap *green purchase intention*, (5) Peran *consumer innovation* memoderasi hubungan antara *perceived green product innovation* terhadap *perceived novelty*, dan (6) Peran *consumer innovation* tidak memoderasi hubungan antara *perceived novelty* terhadap *green purchase intention*.

Implikasi dari kesimpulan di atas adalah dalam upaya meningkatkan *perceived green product innovation* dan *green purchase intention*, serta *perceived novelty*, sebaiknya UMKM produk bandol selalu memerhatikan sisi ramah lingkungan produk bandol dengan mempertahankannya dan melakukan strategi pemasaran yang tepat pada pasarnya. Hal tersebut dapat meningkatkan pengaruh dari *perceived green product innovation* dan *perceived novelty* terhadap *green purchase intention*. UMKM produk bandol dapat melibatkan inovasi-inovasi masukan dari konsumen dalam proses baik produksi maupun pemasaran dan menerapkannya untuk evaluasi ke depannya.

Kata kunci: *Perceived Green Product Innovation, Perceived Novelty, Green Purchase Intention, Consumer Innovation*

SUMMARY

This research is a survey research on potential consumers of Banaran Village bandol products typical of Banyumas. This research takes the title: "The Mediating Role of Perceived Novelty and the Moderating Role of Consumer Innovation on the Relationship of Perceived Green Product Innovation to Green Purchase Intention". The purpose of this study was to determine the effect of perceived green product innovation on green purchase intention at UMKM Bandol Kampung Banaran in Banyumas with consumer innovation as a moderating variable, and perceived novelty as a mediating variable. The population in this study were all potential customers in the Ex-Residency of Banyumas, namely Banjarnegara, Purbalingga, Banyumas, and Cilacap Regencies. The number of respondents taken in this study were 166 respondents. Purposive sampling model is used in determining respondents.

Based on the results of research and data analysis using SEM PLS analysis which shows that: (1) Perceived green product innovation has a positive effect on green purchase intention, (2) Perceived green product innovation does not have a positive effect on perceived novelty, (3) Perceived novelty has a positive effect on green purchase intention, (4) The role of perceived novelty does not mediate the relationship between perceived green product innovation and green purchase intention, (5) The role of consumer innovation moderates the relationship between perceived green product innovation and perceived novelty, and (6) The role of consumer innovation does not moderate the relationship between perceived novelty and green purchase intention.

The implication of the above conclusions is that in an effort to increase perceived green product innovation and green purchase intention, as well as perceived novelty, MSMEs of bandol products should always pay attention to the environmentally friendly side of bandol products by maintaining them and carrying out the right marketing strategy in their market. This can increase the influence of perceived green product innovation and perceived novelty on green purchase intention. UMKM bandol products can involve innovations in input from consumers in the process of both production and marketing and apply them for future evaluation.

Keywords: *Perceived Green Product Innovation, Perceived Novelty, Green Purchase Intention, Consumer Innovation*