

ABSTRACT

**THE EFFECT OF GREEN PRODUCT ON PURCHASE INTENTION
THROUGH BRAND CREDIBILITY WITH FOMO AND SOCIAL
INFLUENCE AS MODERATION**
(Study on Fore Coffee Consumers)

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This study aims to examine the influence of green products on purchase intention through brand credibility, as well as the role of fear of missing out (FOMO) and social influence in moderating this relationship. The study was conducted on Fore Coffee consumers in Tasikmalaya City using a survey method. Data were collected through the distribution of questionnaires to 265 respondents who met the predetermined criteria, using a purposive sampling technique. The data were analyzed using the Structural Equation Modeling (SEM) method. The results show that green products significantly influence brand credibility, brand credibility affects purchase intention, and brand credibility mediates the relationship between green products and purchase intention. Furthermore, the study found that both FOMO and social influence moderate the relationship between green products and brand credibility, as well as the relationship between brand credibility and purchase intention.

Keywords: *Green Products, Brand Credibility, FOMO, Social Influence, Purchase Intention.*

ABSTRAK

PENGARUH *GREEN PRODUCT* TERHADAP *PURCHASE INTENTION* MELALUI *BRAND CREDIBILITY* DENGAN FOMO DAN *SOCIAL INFLUENCE* SEBAGAI MODERASI (Studi pada Konsumen Fore Coffee)

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Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh produk hijau terhadap minat beli melalui kredibilitas merek, serta bagaimana peran *fear of missing out* (FOMO) dan pengaruh sosial dalam memoderasi hubungan tersebut. Studi ini dilakukan pada konsumen Fore Coffee di Kota Tasikmalaya dengan menggunakan metode survei. Data dikumpulkan melalui penyebaran kuesioner kepada 265 responden dengan kriteria yang telah ditentukan, dengan teknik *purposive sampling*. Analisis data dilakukan menggunakan metode *Structural Equation Modelling* (SEM). Hasil penelitian menunjukkan bahwa produk hijau berpengaruh terhadap kredibilitas merek, kredibilitas merek berpengaruh terhadap minat beli, serta kredibilitas merek memediasi hubungan antara produk hijau dan minat beli. Selain itu, ditemukan bahwa FOMO dan pengaruh sosial memoderasi hubungan antara produk hijau terhadap kredibilitas merek dan kredibilitas merek terhadap minat beli.

Kata kunci: Produk Hijau, Kredibilitas Merek, FOMO, Pengaruh Sosial, Minat Beli.