

ABSTRACT

This study aimed to analyze the influence of Collectivism, Environmental Awareness and Perceptions of the Effectiveness of Consumer Purchase Behavior Environmentally Friendly Products. The sample in this study are students at the University of Muhammadiyah Yogyakarta who buy organic food eco-friendly products. This research is a survey research by distributing questionnaires to the respondents. The number of respondents used were 120 respondents who were determined using non-probability sampling method with the kind of purposive sampling method of determining the number of samples taken based on certain criteria. Quality test instruments used are validity and reliability with Cronbach alpha > 0.60. Analysis used tool is AMOS version 18.

Based on the analysis that has been done shows that collectivism positive and significant impact on environmental awareness and perception of the effectiveness of the consumer, while collectivism does not directly affect the purchasing behavior of environmentally friendly products, while the environmental concerns that mediate between collectivism also has no effect on buying behavior environmentally friendly products, while the perception of the effectiveness of consumer mediate between collectivism to two positive and significant effect on the behavior of the purchase of environmentally friendly products.

Keywords: *Collectivism, Environmental Concern, Perceived Consumer Effectiveness, and Green Purchase Behavior.*