

Intensi membeli reusable shopping bag di Indonesia: studi kasus pada penerapan kebijakan kantong plastik berbayar = Purchase intention of reusable shopping bag in Indonesia: a case study on implementation of plastic bag paid policy

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Abstrak

ABSTRAK

Kebijakan kantong plastik berbayar di Indonesia yang ditetapkan pada tanggal 21 Februari 2016 menjadi sebuah sejarah baru di Indonesia. Hal ini menjadi sangat menarik diperbincangkan karena dengan adanya kebijakan ini maka hal tersebut berpengaruh terhadap kebiasaan konsumen di Indonesia salah satunya adalah bagaimana kebiasaan konsumen di Indonesia dalam memilih untuk membeli 'green product' dan bagaimana respon konsumen di Indonesia terhadap reusable shopping bag sebagai pengganti kantong plastik. Penelitian ini dilakukan untuk menganalisis pengaruh dari consumer guilt, self-monitoring dan perceived consumer effectiveness terhadap green purchase intention, dengan menggunakan studi kasus pada penerapan kebijakan kantong plastik berbayar di Indonesia. Responden dari penelitian ini adalah orang-orang yang belum pernah membeli reusable shopping bag. Metode pengolahan data yang digunakan adalah Structural Equation Model (SEM). Hasil dari penelitian menunjukkan bahwa consumer guilt dan self-monitoring berpengaruh secara positif terhadap perceived consumer effectiveness dan perceived consumer effectiveness berpengaruh positif terhadap green purchase intention, sehingga dapat diambil kesimpulan bahwa perceived consumer effectiveness berhasil menjadi variabel mediasi bagi consumer guilt dan self-monitoring terhadap green purchase intention.

ABSTRACT

Plastic bag paid policy that was launched on February 21th, 2016 has made a new history in Indonesia. This case is interesting to be discuss because with this policy there would be a shift or change on Indonesia's consumer behavior in choosing 'green product' and how they are have intention to buy reusable shopping bag as a substitution for plastic bag. This study aims to analyze the effects of consumer guilt, self-monitoring, and perceived consumer effectiveness toward green purchase intention, in relation with the Implementation of Plastic Bag Paid Policy as the study case. Respondents of this research are those who have yet to purchase a reusable shopping bag. Structural Equation Modeling (SEM) is used to process the data. The results of this research shows that consumer guilt and self-monitoring have positive effect on perceived consumer effectiveness, and perceived consumer effectiveness have positive effect on green purchase intention, but consumer guilt and self-monitoring don't have positive and direct effect on green purchase intention. So, the conclusion is, perceived consumer effectiveness succeeds in becoming a mediator variable for consumer guilt and self-monitoring toward green purchase intention.