

Analisis pengaruh sikap, kepedulian lingkungan, norma pribadi, dan kesediaan membayar remaja terhadap intensi pembelian produk berkemasan ramah lingkungan; studi kasus Starbucks coffee = The influence analysis of attitude, environmental concern, personal norms, and willingness to pay toward teenager's purchase intention on eco-friendly packaged products; case study Starbucks coffee

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Abstrak

Kemasan ramah lingkungan adalah kemasan dengan fitur nilai berkelanjutan bagi lingkungan dan tidak membahayakan. Penelitian ini bertujuan untuk menganalisa pengaruh dari beberapa variabel yaitu sikap, norma pribadi, kepedulian lingkungan, dan kesediaan membayar konsumen terhadap intensi pembelian produk berkemasan ramah lingkungan. Sampel penelitian ini adalah konsumen dan non-konsumen produk Starbucks Coffee yang mengetahui kemasan ramah lingkungan produk Starbucks Coffee. Diolah dengan menggunakan metode Multiple Regression. Hasil penelitian menunjukkan bahwa sikap dan kepedulian lingkungan tidak berpengaruh signifikan terhadap intensi pembelian, sedangkan norma pribadi dan kesediaan membayar konsumen memiliki pengaruh signifikan terhadap intensi pembelian.

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Eco friendly packaging is defined as packaging with sustainable features for the environment and is not harmful towards it. This research analyses the significant influence of attitude, personal norms, environmental concern, and willingness to pay toward consumer's purchase intention of eco friendly packaged products. Research sample data includes consumer and non consumer of Starbucks Coffee who knows about Starbucks Coffee's eco friendly packaged products. The data were analyzed using Multiple Regression. The result of this research shows that attitude and environmental concern does not have significant effect on purchase intention. However, personal norms and consumer's willingness to pay have significant effect on purchase intention.