

Faktor Penentu Niat Pembelian Produk Ramah Lingkungan: Studi pada Konsumen Generasi Muda di Indonesia = Determinants of Green Product Purchase Intention: Study on Young Consumers in Indonesia

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Abstrak

ABSTRAK

Pesatnya pertumbuhan sektor industri dan populasi menyebabkan permasalahan sampah di Indonesia. Pemerintah mulai menerapkan peraturan untuk membatasi penggunaan plastik. Upaya ini membutuhkan dukungan dari konsumen dan perusahaan. Konsumen diharapkan mengadopsi perilaku konsumsi berkelanjutan (sustainable consumption) dalam kehidupan sehari-hari mereka, dan perusahaan didesak untuk melibatkan kelestarian lingkungan (environmental sustainability) dalam strategi mereka. Dengan demikian, produk ramah lingkungan (green product) muncul sebagai salah satu solusi yang dapat mengurangi masalah kelestarian lingkungan. Penelitian ini bertujuan untuk menganalisis faktor-faktor yang dapat mempengaruhi niat pembelian produk ramah lingkungan bagi Generasi Y dan Generasi Z di Indonesia. Generasi Y dan Generasi Z dikenal memiliki kepedulian tinggi terhadap lingkungan dan mereka adalah konsumen potensial saat ini dan di masa depan. Karena itu, penting bagi pemasar (marketer) untuk memahami perilaku konsumsi mereka. Penelitian ini didasarkan pada Theory of Planned Behavior (TPB) yang dikembangkan dengan menambahkan 5 (lima) konstruk laten baru, yaitu environmental concern, environmental knowledge, willingness to pay premium, moral attitude, dan health consciousness. Data dikumpulkan dengan menyebarkan kuesioner kepada 349 responden dengan teknik purposive sampling. Selanjutnya, data dianalisis menggunakan Structural Equation Modeling (SEM). Hasil analisis data menyatakan bahwa semua variabel (kecuali environmental concern, memiliki pengaruh positif terhadap niat beli (purchase intention))

ABSTRACT

The rapid growth of the industrial sector and population causes waste problems in Indonesia. The government began implementing regulations to limit the use of plastics. However, this effort need support from both consumers and companies. Consumers were expected to adopt sustainable consumption in their daily life, and companies were urged to involve environmental sustainability in their strategy. Thus, green products appear as one of the possible solutions for reducing environmental sustainability issues. This study aims to analyze factors that could influence green product purchase intention for Generation Y and Generation Z in Indonesia. Generation Y and Generation Z were known for their concerns toward the environment, and they are the potential current and future consumers. Therefore, it is essential to understand their consumption behavior. This study is based on the theory of planned behavior (TPB) framework that was extended with additional variables, namely environmental concern, environmental knowledge, willingness to pay premium, moral attitude, and health consciousness. Data were collected by distributing questionnaires to 349 respondents adopting purposive sampling approach. Data were analyzed using Structural Equation Modeling (SEM). The result reported that all variables, except environmental concern, have positive influence on purchase intention.