

Logo dan Teks: Peran Jenis Eco-Label pada Produk Sikat Gigi terhadap Perceived Value = Logo and Text: The Role of Eco-Label Types on Toothbrush Product Towards Perceived Value

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Abstrak

Dibutuhkan strategi untuk menanggulangi krisis sampah plastik dari industri Fast-Moving Consumer Goods, salah satunya dengan membuat produk berbahan dasar plastik lebih ramah lingkungan. Metode penelitian menggunakan desain eksperimental two-factor within-subject. Pengukuran Perceived Value menggunakan alat ukur oleh Konuk (2018). Jumlah partisipan sebanyak 133, merupakan WNI usia 18-25 tahun. Hasil penelitian menunjukkan terdapat perbedaan signifikan pada Perceived Value konsumen saat diberikan produk sikat gigi dengan logo ramah lingkungan dan yang tidak $F(1, 132) = 44.382, p < 0.001, \eta^2 p = 0.252$), dan dengan teks ramah lingkungan dan yang tidak $F(1,132) = 67.171, p < 0.001, \eta^2 p = 0.337$). Selain itu, terdapat interaksi yang signifikan antara logo dan juga teks ramah lingkungan terhadap Perceived Value $F(1, 132) = 13.892, p < 0.001, \eta^2 p = 0.095$). Kesimpulannya, penggunaan eco-label (logo dan teks ramah lingkungan) dapat mempengaruhi Perceived Value konsumen. Dengan begitu pihak produsen dapat mengaplikasikan penggunaan logo dan teks pada kemasan produk ramah lingkungan untuk memaksimalkan pemasaran.

.....A strategy is needed to overcome the plastic waste crisis from the Fast-Moving Consumer Goods industry, one of which is by making plastic-based products more environmentally friendly. The research method used a two-factor within-subject experimental design. Measurement of Perceived Value using measuring tools by Konuk (2018). The number of participants are 133 Indonesian citizens aged 18-25 years. The results showed that there was a significant difference in consumers' Perceived Value when given a toothbrush product with an environmentally friendly logo and one that was not $F(1, 132) = 44,382, p < 0.001, \eta^2 p = 0.252$), and with environmentally friendly text and those that were not $F(1,132) = 67171, p < 0.001, \eta^2 p = 0.337$). In addition, there is a significant interaction between the logo and environmentally friendly text on the Perceived Value $F(1, 132) = 13,892, p < 0.001, \eta^2 p = 0.095$). In conclusion, the use of eco-labels (eco-friendly logos and texts) can affect consumers' Perceived Value. That way, producers can apply the use of logos and text on environmentally friendly product packaging to maximize marketing.