

Pengaruh Greenwashing Perception terhadap Green Purchasing Intentions melalui Variabel Mediasi Green Word-Of-Mouth dan Dimoderasi oleh Green Concern: Studi pada Brand Fast Fashion H&M = The Influence of Greenwashing Perception on Green Purchasing Intentions through the use of Green Word-Of-Mouth as Mediating Variable and Moderated by Green Concern: A Study of the Fast Fashion Brand H&M

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Abstrak

Saat ini, banyak perusahaan yang menerapkan green marketing untuk merespon peningkatan kesadaran lingkungan masyarakat. H&M merupakan perusahaan yang aktif terlibat dalam penerapan green marketing. Namun, setelah penyelidikan lebih lanjut, ditemukan bahwa H&M bersalah atas greenwashing, yaitu menyimpang dari green marketing. Tujuan dari penelitian ini adalah untuk menganalisis pengaruh persepsi greenwashing konsumen terhadap niat beli produk "Conscious" H&M yang dimoderasi oleh green concern. Penelitian ini menggunakan pendekatan kuantitatif dan metode survei terhadap green consumer Gen Z yang berusia 18-25 tahun dengan jumlah sampel 150 orang. Hasil penelitian menunjukkan bahwa greenwashing perception berpengaruh langsung dan signifikan terhadap green word-of-mouth. Kemudian green word-of-mouth berpengaruh dan signifikan terhadap green purchasing intentions. Lalu, greenwashing perception berpengaruh signifikan terhadap green purchasing intentions melalui green word-of-mouth. Penelitian juga mengungkapkan bahwa green concern tidak memoderasi antara greenwashing perception terhadap green purchasing intentions dan greenwashing perception tidak berpengaruh signifikan terhadap green purchasing intentions.

.....Many businesses are now implementing green marketing in order to respond to the growing public awareness of environmental issues. H&M is one of the companies that is taking a proactive approach to green marketing. However, further investigation revealed that H&M had engaged in greenwashing, or the deviation from green marketing. The purpose of this study is to examine the impact of consumer perceptions of greenwashing on green purchasing intentions of H&M 'Conscious' products through green word-of-mouth moderated by green concern. With a total of 150 research samples, this study used a quantitative approach with survey methods on Generation Z green consumers aged 18-25 years old. The findings revealed that greenwashing perception has a direct and significant impact on green word-of-mouth. Then, green word-of-mouth influences green purchasing intentions significantly. Furthermore, greenwashing perception influences green purchasing intentions via green word-of-mouth. Green concern does not moderate the effects of greenwashing perception on green purchasing intentions, and greenwashing perception has no effect on green purchasing intentions.