

Determinan Green Purchase Intention Melalui Aplikasi Teori Stimulus Organism Response (SOR) = Determinants of Green Purchase Intention Through the Application of Stimulus Organism Response Theory (SOR)

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Abstrak

Perubahan iklim dan lingkungan yang memburuk meningkatkan kepedulian konsumen terhadap lingkungan dan konsumsi green product. Salah satu cara yang dapat dilakukan perusahaan di tengah-tengah masalah lingkungan dan ekonomi ini dengan melakukan green marketing. Menggunakan theory of planned behavior dan stimulus organism-response, penelitian ini mengusulkan untuk mengeksplorasi purchase experience, green perceived value, green perceived risk, environmental consciousness, green attitude, green trust, dan purchase intention untuk produk the body shop. Penelitian ini mengembangkan model penelitian dan diuji secara empiris dengan menggunakan metode SEM AMOS. Berdasarkan sampel dari 274 orang responden, hasilnya menunjukkan bahwa ada efek signifikan antara, previous purchase experience terhadap environmental consciousness, previous purchase experience terhadap green trust, green perceived value terhadap environmental consciousness, green perceived value terhadap green attitude, green perceived value terhadap green trust, green perceived risk terhadap green attitude, environmental consciousness terhadap purchase intention, green attitude terhadap purchase intention, dan green trust terhadap purchase intention.Climate change and the worsening environment are increasing consumer concern for the environment and consumption of green products. One way that companies can do amid environmental and economic problems is by doing green marketing. Using the theory of planned behavior and stimulus-organism-response, this study proposes to explore purchase experience, green perceived value, green perceived risk, environmental consciousness, green attitude, green trust, and purchase intention for the body shop products. This study developed a research model and tested empirically using the SEM AMOS method. Based on a sample of 274 respondents, the results show that there is a significant effect between previous purchase experience on environmental consciousness, previous purchase experience on green trust, green perceived value on environmental consciousness, green perceived value on green attitude, green perceived value on green trust, green perceived risk to green attitude, environmental consciousness to purchase intention, green attitude to purchase intention, and green trust to purchase intention.