

Pengaruh Pemasaran, Pengetahuan Merek, dan Sikap Pada Produk Terhadap Minat Beli Hijau (Studi Pada Mobil Listrik Hyundai di Jabodetabek) = The Influence of Marketing, Brand Knowledge, and Attitudes towards Products on Green Purchase Intention (Study on Hyundai Electric Cars in Jabodetabek)

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Abstrak

Masyarakat di Indonesia secara umum masih bergantung pada kendaraan yang menggunakan bahan bakar fosil yang dimana menjadi penyumbang polusi terhadap lingkungan. Sehingga kebijakan pemasaran melalui green marketing harus tercermin dalam pengembangan produk, pengemasan, dan promosi yang berorientasi pada pelestarian alam untuk munculkan green purchase intention. Penelitian ini bertujuan untuk menganalisa implementasi green marketing, green brand knowledge, dan attitude towards green product pada mobil listrik Hyundai untuk melihat pengaruhnya terhadap green purchase intention sebagai variabel dependen. Penelitian ini menggunakan pendekatan kuantitatif, berjenis eksplanatif melalui penyebaran kuesioner kepada 105 responden yang merupakan pengguna kendaraan mobil berbahan bakar minyak bumi di Jabodetabek menggunakan teknik non probability sampling yakni purposive. Hasil penelitian menunjukkan bahwa terdapat pengaruh positif antara green marketing, green brand knowledge, dan attitude towards green product pada green purchase intention mobil listrik Hyundai

.....General public in Indonesia still depend on vehicles that use fossil fuels which are contributors to environmental pollution. Marketing policies through green marketing must be reflected in product development, packaging, and promotions that are oriented towards nature conservation to create green purchase intentions. This study aims to analyse the implementation of green marketing, green brand knowledge, and attitude towards green products on Hyundai electric cars to see its effect on green purchase intention as the dependent variable. This study uses a quantitative approach, explanatory, by distributing questionnaires to 105 respondents who are users of petroleum-fired cars in Jabodetabek using a purposive non-probability sampling technique. The results of the study show that there is a positive influence between green marketing, green brand knowledge, and attitude towards green products on the green purchase intention of Hyundai electric cars.