

Pengaruh attitude, environmental concern, personal norms, dan willingness to pay terhadap minat beli kemasan ramah lingkungan: studi pada Plepah Indonesia = The effect of attitude, environmental concern, personal norms, and willingness to pay towards eco-friendly packaging purchase intention: study on Plepah Indonesia

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Abstrak

Seiring bertumbuhnya demografi di Indonesia, tingkat konsumsi masyarakat juga turut meningkat menyebabkan kenaikan produksi sampah tiap tahunnya. Hal tersebut membuat pemerintah mengeluarkan regulasi yang mewajibkan produsen makanan dan minuman untuk beralih menggunakan kemasan yang mudah terurai, terbuat dari bahan daur ulang, dan memanfaatkan kembali sampah. Salah satu perusahaan yang berinovasi di tengah regulasi kemasan ramah lingkungan adalah Plepah Indonesia. Plepah merupakan perusahaan manufaktur kemasan ramah lingkungan yang menggunakan pelepah pinang yang dijadikan wadah makanan pengganti styrofoam. Penelitian ini bertujuan untuk mengetahui pengaruh attitude, environmental concern, personal norms, dan willingness to pay terhadap minat beli kemasan ramah lingkungan. Penelitian menggunakan pendekatan kuantitatif melalui teknik purposive sampling pada 120 responden yang didapatkan melalui kuesioner daring. Hasil penelitian menunjukkan bahwa attitude, environmental concern, personal norms, dan willingness to pay memiliki pengaruh terhadap minat beli kemasan ramah lingkungan.

.....Along with the growing demographics in Indonesia, the level of public consumption has also increased causing an increase in waste production each year. This prompted the government to issue regulations requiring food and beverage manufacturers to switch to using packaging that is easily decomposed, made from recycled materials, and reuse waste. One company that is innovating in the midst of environmentally friendly packaging regulations is Plepah Indonesia. Plepah is an environmentally friendly packaging manufacturing company that uses areca palm fronds as food containers to replace Styrofoam. This study aims to determine the effect of attitude, environmental concern, personal norms, and willingness to pay on the intention to buy environmentally friendly packaging. The research used a quantitative approach through a purposive sampling technique on 120 respondents who were obtained through an online questionnaire. The results of the study show that attitude, environmental concern, personal norms, and willingness to pay have an influence on the intention to buy environmentally friendly packaging.