

Pengaruh Digital Environmental, Social, and Governance (Desg) Dimediasi Customer Attitudes Terhadap Brand Equity pada PT Unilever Indonesia = The Effect of Digital Environment, Social, and Governance (DESG) through Customer Attitudes towards Brand Equity at PT Unilever Indonesia

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Abstrak

Kemajuan teknologi digital, environmental, social, and governance (ESG) telah diubah menjadi model digital environmental, social, and governance (DESG) yang dapat direalisasikan sebagai gerakan strategis yang berpotensi untuk bisnis berkelanjutan. Namun demikian, masih terdapat kekurangan penelitian mengenai bagaimana praktik DESG perusahaan berdampak pada ekuitas merek dan sikap pelanggan. Untuk itu, penelitian ini bertujuan untuk mengetahui pengaruh digital environmental, social, and governance (DESG) terhadap brand equity dengan Customer attitudes sebagai variabel mediasi antar keduanya. Sampel yang digunakan dalam penelitian ini merupakan pelanggan yang pernah membeli produk dengan merek dari PT Unilever Indonesia. Terdapat sebanyak 200 responden terkumpul yang menggunakan purposive sampling. Kemudian diolah dan dianalisis menggunakan Structural Equation Method (SEM). Hasil penelitian menunjukkan bahwa dalam upaya pengembangan berkelanjutan pada lingkup sosial dan tata kelola dimediasi dengan sikap pelanggan dapat meningkatkan ekuitas suatu merek dari perusahaan. Upaya pengembangan berkelanjutan pada lingkup lingkungan dapat mempengaruhi sikap pelanggan, namun sikap pelanggan tidak dapat menjadi mediator antara upaya pengembangan berkelanjutan pada lingkup lingkungan dengan ekuitas merek.

.....Advances in digital, environmental, social, and governance (ESG) technology have been transformed into a digital environmental, social, and governance (DESG) model that can be realized as a strategic movement with potential for sustainable business. However, there is still a paucity of research on how companies' DESG practices impact brand equity and Customer attitudes. For this reason, this study aims to determine the effect of digital environmental, social, and governance (DESG) on brand equity with Customer attitudes as a mediating variable between the two. The sample used in this study is a Customer who has purchased a branded product from PT Unilever Indonesia. There were 200 respondents collected using purposive sampling. Then processed and analyzed using the Structural Equation Method (SEM). The results of the study show that in an effort to sustainably develop the social and governance spheres, mediated by Customer attitudes can increase the brand equity of a company. Sustainable development efforts in the environmental sphere can influence Customer attitudes, but Customer attitudes cannot mediating between sustainable development efforts in the environmental sphere and brand equity.