

Faktor-Faktor Determinasi Environmental Attitude, Peran Moderasi Skepticism, dan Pengaruhnya Terhadap Green Repurchasing Behavior (Studi Pada Konsumen Muda Love Beauty & Planet) = Determining Factors of Environmental Attitude, the Moderating Role of Skepticism, and The Influences on Green Repurchasing Behavior (Study on Young Consumers of Love Beauty & Planet)

Napitupulu, Julieta Tiurma, author

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Abstrak

Tujuan penelitian ini adalah untuk menganalisis faktor-faktor determinasi *environmental attitude*, peran moderasi *skepticism*, dan pengaruhnya terhadap *green repurchasing behavior* dalam studi kasus konsumen muda produk Love Beauty & Planet. *Environmental attitude* memiliki tiga antecedens, yaitu *interpersonal influence*, *green perceived value*, dan *environmental knowledge*. Penelitian ini bersifat deskriptif konklusif. Metode pengumpulan data menggunakan survei, yang didistribusikan melalui internet menggunakan Google Form melalui sosial media. Jumlah sampel yang diambil menggunakan metode purposive sampling terdiri dari 118 orang yang dianggap valid, yaitu pernah membeli produk Love Beauty & Planet, tergabung dalam komunitas pemerhati lingkungan, serta berwawasan keberlanjutan. *Covariance based Structural Equation Modeling* (CB-SEM) digunakan untuk menganalisis data dengan LISREL 10.2. Hasil studi menunjukkan bahwa variabel *interpersonal influence*, *green perceived value*, dan *environmental knowledge* berpengaruh signifikan terhadap *environmental attitude*. Kemudian, variabel moderasi *skepticism* signifikan secara negatif mempengaruhi hubungan antara *environmental attitude* dengan *green repurchasing behavior*.

.....The aim of this research is to analyze the determining factors of environmental attitude, the moderating role of skepticism, and the influences on green repurchasing behavior in a case study of young consumers of Love Beauty & Planet products. Environmental attitude has three antecedents, namely interpersonal influence, green perceived value, and environmental knowledge. This research is conclusive descriptive in nature. The data collection method uses surveys, which are distributed via the internet using Google Forms via social media. The number of samples taken using the purposive sampling method consisted of 118 people who were considered valid, who had purchased Love Beauty & Planet products, were members of an environmental observer community, and had a sustainability perspective. Covariance based Structural Equation Modeling (CB-SEM) was used to analyze data with LISREL 10.2. The study results show that the variables interpersonal influence, green perceived value, and environmental knowledge have a significant effect on environmental attitude. Then, the moderating variable skepticism significantly negatively influences the relationship between environmental attitude and green repurchasing behavior.