

Daya Tarik Green Product: Analisis Faktor yang Mempengaruhi Repurchase Intention terhadap Produk Personal Care pada Generasi Z di Indonesia = The Attraction of Green Products: Analysis of Factors Influencing Repurchase Intention towards Personal Care Products among Generation Z in Indonesia

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Abstrak

Penelitian ini bertujuan untuk menganalisis faktor-faktor yang mempengaruhi consumers' repurchase intention terhadap green product (personal care) pada Generasi Z di Indonesia. Sampel yang digunakan dalam penelitian ini ialah pria dan wanita dengan rentang usia 18-27 tahun, berdomisili di Indonesia, dan pernah menggunakan green personal care dalam 6 (enam) bulan terakhir. Terdapat 339 responden terkumpul dengan menggunakan metode purposive sampling. Dalam penelitian ini, peneliti ingin mengetahui faktor apa saja yang mempengaruhi personal norm dan consumers' repurchase intention serta peran personal norm sebagai mediator. Penelitian ini merupakan penelitian kuantitatif dengan menggunakan metode Partial Least Square – Structural Equation Modeling (PLS-SEM) dengan software SmartPLS 3.0. Hasil dari penelitian ini menemukan bahwa ascription of responsibility, efficacy, social norm, dan ECSR initiatives memiliki efek positif secara langsung terhadap personal norm serta efek positif secara tidak langsung terhadap repurchase intention melalui personal norm sebagai mediator. Serta, ascription of responsibility, efficacy, ECSR initiatives, dan personal norm memiliki efek positif secara langsung terhadap repurchase intention.

.....This study aims to analyze the factors influencing consumers' repurchase intention towards green products (personal care) among Generation Z in Indonesia. The samples used in this study were men and women with an age range of 18-27 years, domiciled in Indonesia, and had used green personal care products within the last six months. A total of 339 respondents were collected using purposive sampling methods. In this study, the research aims to identify the factors affecting personal norm and consumers' repurchase intention, as well as the role of personal norm as a mediator. The quantitative study conducted using the Partial Least Square – Structural Equation Modeling (PLS-SEM) method using SmartPLS 3.0 software. The results of this study found that ascription of responsibility, efficacy, social norm, and ECSR initiatives have a direct positive effect on personal norm and an indirect positive effect on repurchase intention through personal norm as a mediator. Additionally, ascription of responsibility, efficacy, ECSR initiatives, and personal norm have a direct positive effect on repurchase intention.