

Analisis Peran Social Media Marketing dalam Mempengaruhi Motivasi Altruistic dan Egoistic Konsumen Indonesia dalam Membangun Purchase Intention untuk Green Products = Analyzing the Role of Social Media in Influencing Altruistic and Egoistic Motivation of Indonesian Consumers in Shaping their Purchase Intention for Green Products

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Abstrak

Penelitian ini ditujukan untuk melihat dampak yang dimiliki oleh social media marketing dalam mempengaruhi altruistic motivation, egoistic motivation, dan green purchase intention konsumen di Indonesia. Selain itu, pengaruh dari altruistic motivation, egoistic motivation, serta green attitude pada green purchase intention pun akan dianalisis pada penelitian ini. Metode riset kuantitatif yang digunakan dalam penelitian ini adalah Partial Least Square – Structural Equation Modelling (PLS – SEM) dan responden didapatkan dengan menyebarkan kuesioner online. Telah didapatkan sebesar 259 responden yang sebagian besar berumur di antara 18 – 25 tahun yang mayoritas menggunakan media sosial setiap hari dan berdomisili di Jabodetabek. Ditemukan pada penelitian ini bahwa media sosial memiliki pengaruh langsung pada altruistic motivation, egoistic motivation, serta green purchase intention konsumen Indonesia. Tidak hanya itu, altruistic motivation, egoistic motivation, serta green attitude pun memiliki pengaruh langsung pada green purchase intention konsumen. Green attitude pun mampu memoderasi hubungan antara altruistic motivation dengan green purchase intention serta egoistic motivation dengan green purchase intention, namun tidak dapat memoderasi hubungan antara media sosial dan green purchase intention.

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The aim of this research is to analyze the role of social media marketing in influencing Indonesian consumers in shaping their green purchase intention. This research takes into account altruistic motivation, egoistic motivation, and green attitude in affecting consumers green purchase intention. The method used in this quantitative research is Partial Least Square – Structural Equation Model (PLS – SEM) and the data is obtained through an online questionnaire. There were 259 respondents who filled in the questionnaire with the majority of age between 18 – 25 years old who has a habit of using social media every day and currently lives in Jabodetabek. The results of the research shows that social media marketing, altruistic motivation, egoistic motivation, and green attitude has a significant impact on influencing consumers' green purchase intention. Furthermore, social media also has the ability to influence consumers' altruistic and egoistic motivation. It is discovered that green attitude to has a moderating effect between altruistic motivation and green purchase intention, as well as egoistic motivation and green purchase intention, but no moderating effect was present between social media marketing and green purchase intention.