

Pengaruh Mediasi Customer Green Trust dan Attitude serta Faktor-Faktor dalam Green Marketing untuk Memprediksi Niat Pembelian Konsumen di Indonesia terhadap Produk Green Home Appliances = The Mediation Effect of Customer Green Trust and Attitude and Factors in Green Marketing to predict Consumer Purchase Intentions in Indonesia towards Green Home Appliances Products

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Abstrak

Indonesia merupakan salah satu negara dengan tingkat pertumbuhan ekonomi yang cukup pesat dan berdampak pada peningkatan kebutuhan masyarakat akan produk-produk peralatan elektronik home appliances. Namun, penggunaan produk-produk home appliance ini juga berdampak pada lingkungan. Oleh karena itu, produsen, regulator, dan marketers membutuhkan pemahaman untuk bagaimana konsumen yang sadar lingkungan di Indonesia dalam melakukan pembelian.

Studi ini dimaksudkan untuk mengembangkan kerangka kerja dari extended Theory of Planned Behavior (TPB) untuk mengeksplorasi parameter-parameter independen seperti eco-innovation, green product, environmental concern, environmental knowledge, green perceived value, green perceived risk beserta parameter mediasi greent trust dan consumer attitude yang mempengaruhi green purchase intentions dari konsumen untuk membeli produk elektronik home appliances di Indonesia.

Penelitian menggunakan studi empiris dengan metode kuantitatif melalui survei kuesioner kepada 280 responden untuk memverifikasi hipotesis dan mengeksplorasi implikasi pada implikasi praktisnya pada perusahaan. Structural Equation Modeling (SEM) diterapkan untuk memverifikasi kerangka penelitian. Beberapa kesimpulan penting yang didapat diantaranya bahwa beberapa variabel, seperti environmental concern, eco-innovation, dan green perceived value, memiliki hipotesis yang berbeda dari asumsi awal yang didapat pada referensi penelitian sebelumnya. Selain itu, attitude sebagai variabel mediasi memiliki pengaruh yang lebih dominan daripada green trust terhadap purchase intentions dari green home appliances.

.....Indonesia is experiencing significant economic growth, increasing consumer demand for home appliances but it has impact to the environment. Thus manufacturers, regulators, and marketers need a valuable insight into in understanding how to effectively target environmentally conscious consumers in Indonesia.

This study aims to establish a comprehensive framework utilizing the Extended Theory of Planned Behavior (TPB) to assess the determinants influencing Indonesian consumers' purchase intentions toward environmentally friendly home appliance products in Indonesia. The research analyzes the impact of eco-innovation, green products, environmental concerns, knowledge, and perceived value and risks associated with green products.

This study adopts an empirical research design and gathers data using a quantitative methodology via survey questionnaires from 280 respondents. The robustness of the research is further enhanced by the use of structural Equation Modeling (SEM) to validate the proposed research framework and test various hypotheses concerning the relationships between the identified factors and green purchase intentions.

This section will summarize the key results of the research, such as the most significant determinants of

purchase intentions and the strength of the mediating effects between green trust and consumer attitude. This indicates that several variables, such as environmental concern, eco-innovation, and green perceived value, have contrasting results from preliminary assumptions based on references. Also, attitude is important as a mediating variable rather than green trust to influence consumer purchase intentions towards green home appliance products.