

Pengaruh Product Knowledge, Perceived Consumer Effectiveness dan Perceived Social Media Marketing terhadap Purchase Intention Studi Kasus Produk Ecofurniture di Indonesia = The Influence of Product Knowledge, Perceived Consumer Effectiveness and Perceived Social Media Marketing towards Purchase Intention The Study of Ecofurniture Products in Indonesia

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Abstrak

Meningkatnya jumlah limbah plastik di Indonesia dapat dimanfaatkan oleh organisasi untuk membuat ecofurniture, yaitu perabot ramah lingkungan. Media sosial membantu mempromosikan produk ini, memberikan pengetahuan kepada masyarakat. Penelitian ini mengkaji pengaruh pengetahuan produk, efektivitas konsumen, pemasaran di media sosial, trust, attitude, subjective norms, perceived behavioral control dan perceived price terhadap purchase intention ecofurniture di Indonesia. Studi kuantitatif ini mengumpulkan data melalui metode survei kuesioner online yang digunakan untuk mengumpulkan data dari 320 responden dengan kriteria pengguna media sosial yang mengetahui produsen perabot ramah lingkungan melalui media sosial di Indonesia. Data akan diolah dan dianalisis menggunakan metode Structural Equation Model - Partial Least Square (SEM-PLS). Temuan pada penelitian ini mengungkapkan bahwa attitude, trust, product knowledge dan perceived consumer effectiveness secara signifikan berpengaruh positif terhadap purchase intention. Product knowledge ditemukan secara signifikan berpengaruh positif terhadap trust dan perceived consumer effectiveness. Perceived consumer effectiveness secara signifikan berpengaruh positif terhadap attitude. Serta variabel perceived social media marketing secara signifikan berpengaruh positif terhadap subjective norms, perceived consumer effectiveness dan product knowledge. Sedangkan variabel price consciousness, subjective norms, perceived behavioral control ditemukan tidak secara signifikan berpengaruh terhadap purchase intention. Perceived behavioral control dan perceived social media marketing juga tidak secara signifikan berpengaruh terhadap price consciousness. Begitu juga dengan hubungan antara variabel product knowledge dengan attitude tidak secara signifikan berpengaruh.

.....The increasing amount of waste generated in Indonesia each year can be utilized by several organizations to process plastic waste, which then becomes eco-furniture. With the help of social media to promote their products, the public can gain knowledge about eco-furniture from the content provided by household furniture manufacturers. This research aims to examine the influence of product knowledge, perceived consumer effectiveness, perceived social media, trust, TPB, and price consciousness on purchase intention of ecofurniture in Indonesia. This quantitative study gather data through an online questionnaire survey method used to collect data to gather 321 respondents with criteria a social media users who knows ecofurniture producers through social media in Indonesia. The data will be processed and analyzed using the Structural Equation Model - Partial Least Square (SEM-PLS) method. The findings in this study reveal that attitude, trust, product knowledge, and perceived consumer effectiveness significantly positively influence purchase intention. Product knowledge was found to significantly positively influence trust and perceived consumer effectiveness. Perceived consumer effectiveness significantly positively influences attitude. Additionally, the perceived social media marketing variable significantly positively influences subjective

norms, perceived consumer effectiveness, and product knowledge. However, the variables of price consciousness, subjective norms, and perceived behavioral control were found to have no significant influence on purchase intention. Perceived behavioral control and perceived social media marketing also do not significantly influence price consciousness. Similarly, the relationship between product knowledge and attitude is not significantly influential.