

Analisis Efek Consumer Values dan Consumer Sustainability Consciousness terhadap Behavioral Intention untuk Mengonsumsi Plant-Based Food di Indonesia = Analysis of the Effects of Consumer Values and Consumer Sustainability Consciousness on Behavioral Intention for Consuming Plant-Based Food in Indonesia

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Abstrak

Penelitian ini bertujuan untuk memahami bagaimana terminal value yang mencerminkan manfaat simbolis dan instrumental value yang mencerminkan manfaat fungsional memengaruhi consumer sustainability consciousness dan behavioral intention untuk membeli kembali, merekomendasikan, dan meningkatkan konsumsi plant-based food. Penelitian ini juga melihat perbedaan ukuran pengaruh oleh setiap value, serta signifikansi efek mediasi oleh consumer sustainability consciousness pada hubungan pengaruh antara setiap value dengan behavioral intention. Penelitian ini menggunakan sampel 346 konsumen plant-based food dalam setahun terakhir yang berusia 18 tahun ke atas di Indonesia. Partial Least Squares - Structural Equation Modelling (PLS-SEM) digunakan untuk menganalisis data dalam penelitian ini. Penelitian ini membuktikan bahwa terminal value dan instrumental value berpengaruh positif terhadap consumer sustainability consciousness dan behavioral intention. Penelitian ini juga menemukan bahwa terminal value berpengaruh lebih besar dibandingkan instrumental value, baik terhadap consumer sustainability consciousness maupun behavioral intention. Efek mediasi oleh consumer sustainability consciousness juga ditemukan signifikan.

.....This study aims to understand how terminal value that reflects symbolic benefits and instrumental value that reflects functional benefits affect consumer sustainability consciousness and behavioral intention to repurchase, recommend, and increase the purchase of plant-based food. This study also looks at the difference in the influence size by each value and the significance of the mediating effect of consumer sustainability consciousness on the relationship between each value and behavioral intention. This study used a sample of 346 plant-based food consumers in the past year who were 18 years and over in Indonesia. Partial Least Squares - Structural Equation Modeling (PLS-SEM) is used to analyze the data in this study. This study proves that terminal value and instrumental value have a positive influence on consumer sustainability consciousness and behavioral intention. This study also found that terminal value has a more significant influence than instrumental value, both on consumer sustainability consciousness and behavioral intention. The mediating effect of consumer sustainability consciousness was also found to be significant.