

Pengaruh Green Brand Positioning, Green Brand Knowledge, dan Attitude Toward Green Brand terhadap Green Product Purchase Intention (Studi pada Sejauh Mata Memandang) = The Effect of Green Brand Positioning, Green Brand Knowledge, and Attitude Toward Green Brand to Green Purchase Intention (Study on Sejauh Mata Memandang)

Syafira Aslikhati Pratama, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=9999920557473&lokasi=lokal>

Abstrak

Perhatian dan pengetahuan konsumen terhadap kegiatan bisnis ramah lingkungan dan meningkatnya permintaan produk ramah lingkungan tidak terjadi pada produk fesyen berkelanjutan. Sehingga hal tersebut menjadi tantangan bagi merek yang mengusung konsep fesyen berkelanjutan untuk membangun brandingnya, termasuk beberapa merek fesyen berkelanjutan di Indonesia. Penelitian ini bertujuan untuk menganalisis pengaruh green brand positioning, green brand knowledge, dan attitude toward green brand terhadap green purchase intention dari Sejauh Mata Memandang sebagai salah satu merek fesyen berkelanjutan di Indonesia. Penelitian ini menggunakan sampel yang mengikuti akun media sosial Instagram Sejauh Mata Memandang, dan belum pernah membeli produk Sejauh Mata Memandang. Selanjutnya data yang diperoleh diolah dengan menggunakan metode analisis Structural Equation Modeling (SEM). Hasil penelitian ini menunjukkan bahwa green brand positioning berpengaruh signifikan terhadap green brand knowledge, tetapi tidak berpengaruh signifikan terhadap attitude toward green brand. Sedangkan green brand knowledge berpengaruh signifikan terhadap attitude toward green brand, dan attitude toward green brand berpengaruh signifikan green purchase intention. Dengan demikian, Sejauh Mata Memandang harus fokus untuk memperbaiki green brand positioning mereka untuk memastikan keberhasilan sikap konsumen terhadap merek mereka dan dapat memasarkan bisnis mereka dengan lebih baik.

.....Consumers' attention and knowledge to eco-friendly business activities and the increasing demand for green products didn't occur to sustainable fashion products. So that's a challenge for sustainable fashion brands to build their branding, include the several of sustainable fashion brands in Indonesia. This study aims to analyse the influence of green brand positioning, green brand knowledge, and attitude toward green brands to green product purchase intention from Sejauh Mata Memandang, as a one of sustainable fashion brand in Indonesia. This study uses samples who following Sejauh Mata Memandang Instagram account, and haven't bought Sejauh Mata Memandang. Furthermore, the data obtained were processed using the Structural Equation Modeling (SEM) analysis method. The results of this research show that green brand positioning have significant effect on green brand knowledge, but does not have significant effect on attitude toward green brand. Meanwhile, green brand knowledge has significant effect on attitude toward green brand, and attitude toward green brand followed by significant effect on green purchase intention. Thus, Sejauh Mata Memandang should improving their green brand positioning so as to ensure the success of consumer's attitude to their brand and better market their businesses.