

Analisis pengaruh eco-label terhadap kesadaran mahasiswa untuk membeli green product = Analysis of eco-label effectiveness on students awareness to purchase green product

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Abstrak

Pandangan manusia telah bergeser seiring dengan meningkatnya kepedulian terhadap lingkungan, sehingga menimbulkan tuntutan bagi pelaku bisnis untuk memberikan solusi dalam menghadapi berbagai permasalahan lingkungan melalui pengembangan green product. Eco-label sebagai jaminan mutu green product merupakan isu di dunia bisnis dan perdagangan global saat ini. Penelitian ini bertujuan untuk mengetahui pengaruh eco-label terhadap kesadaran mahasiswa untuk membeli green product. Variabel-variabel yang digunakan dalam penelitian ini adalah eco-label awareness, attitude towards the environment, belief in environment-friendly buying, eco-label knowledge, eco-label availability, attention towards eco-label, dan purchase intention. Dengan menggunakan Structural Equation Modeling, diperoleh bahwa variabel belief in environmentfriendly buying, eco-label knowledge, dan attention towards eco-label memiliki pengaruh langsung terhadap purchase intention, sementara variabel eco-label awareness dan eco-label availability hanya menunjukkan pengaruh tidak langsung terhadap purchase intention.

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The society's viewpoint has shifted along with the increasing concern for the environment, causing the rise of demand for the businessman to provide a concrete solution to deal with the current environmental problems through the development of green products. Eco-label, as a quality assurance of green products, has been a global trade-related issue for years. This research aims to determine the effect of eco-labels on students' awareness to purchase green products. The variables used in this research consist of eco-label awareness, attitude towards the environment, belief in buying environment-friendly, eco-label knowledge, eco-label availability, attention towards eco-label, and purchase intention. Using Structural Equation Modeling, some of key findings from the data analysis are highlighted: belief in environment-friendly buying, eco-label knowledge, and attention towards eco-label show a direct influence on purchase intention, while eco-label awareness and eco-label availability only show the indirect effect on purchase intention.