

Pengaruh informasi keramahan lingkungan pada produk tugas kognitif dan religiusitas pada preferensi konsumen dewasa muda = The impact of eco friendly information on a product cognitive task and religiosity to young adult consumer s preferences

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Abstrak

[ABSTRAK]br

Penelitian ini mencermati pengaruh dari keberadaan atribut etik pada pilihan produk disertai pengaturan tugas kognitif dan tingkat religiusitas dalam proses pembentukan preferensi individu. Desain penelitian yang digunakan adalah eksperimental 3 (within; atribut etik: tinggi, medium, rendah) x 2 (between; tugas kognitif: including, excluding). Hasil penelitian terhadap 79 partisipan menunjukkan bahwa terdapat pengaruh signifikan dari atribut etik terhadap preferensi partisipan ($F(2,76) = 49,089$ $p < 0,05$) terlepas dari tugas kognitif yang digunakan ($F(1, 77) = 1,529$, $p > 0,05$). Analisis pada religiusitas menunjukkan tidak terdapat peran moderasi signifikan terhadap proses pembentukan preferensi ($t(76) = -0,154$ $p > 0,05$). Beberapa faktor yang diduga mempengaruhi rendahnya pengaruh tugas kognitif dan religiusitas dalam pembentukan preferensi juga dibahas pada bagian akhir tulisan ini.

;This research looked into the impact of giving ethical attribute information such as eco-friendly in product options along with certain types of cognitive tasks and individual's religiosity toward the formation process of preference. The design on this research was experimental with 3 (within; ethical attributes: high, medium, low) x 2 (between; cognitive tasks: including and excluding) mixed design. The results from 79 participants showed significant impact from ethical attributes to the participant's preference with $F(2,76) = 49,089$ $p < 0,05$., regardless of any type of cognitive tasks used to complete the decision making process ($F(1, 77) = 1,529$, $p > 0,05$). Further analysis on religiosity showed no significant role in moderating the formation process of preference with $t(76) = -0,154$ $p > 0,05$. Several factors that might have influence the insignificance of both cognitive task and religiosity are discussed at the end of this paper.

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