

Faktor-faktor yang mempengaruhi green product loyalty dengan peran moderasi green consciousness studi kasus konsumen wanita the body shop Indonesia = Factors affecting green product loyalty with moderating role of green consciousness study case the body shop Indonesia s women consumer

Putu Savitri Nariswari, author

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh green practice (GP) pada green store attachment (GSA) serta peran green store attachment dalam memprediksi green store (GSL) dan green product loyalty (GPL). Penelitian selanjutnya dilakukan untuk melihat apakah konsumen dengan dengan green consciousness (GS) yang tinggi akan merespon lebih positif pada green practice dibandingkan dengan konsumen yang memiliki tingkat green consciousness yang rendah. Pengujian ini dilakukan menggunakan metode Structural Equation Modelling (SEM) menggunakan software LISREL 8.8. Hasil penelitian menunjukkan bahwa green practice memiliki pengaruh yang signifikan pada green store attachment, lalu GSA memiliki pengaruh positif terhadap green store loyalty, dan GSL secara signifikan berhubungan dengan product loyalty.

Dengan melihat perbedaan tingkat green consciousness, terlihat bahwa konsumen dengan green consciousness tinggi lebih memahami green practice sehingga memperlihatkan green store attachment yang lebih kuat dibandingkan dengan konsumen yang green consciousnessnya rendah. ;This study examines the effects of green practices on green store attachment and the role of green store attachment in predicting loyalty to a green store and green products. This study further investigates whether consumers with a high degree of green consciousness respond more positively to green practices than consumers with low degree of green consciousness do. This research use Structural Equation Modelling (SEM) with LISREL 8.8.

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The findings showed that green practices had a significant influence on consumer?s attachment to a store. In addition, consumer?s attachment to a store had a positive effect on store loyalty, and store loyalty was significantly associated with product loyalty. By seeing the difference of green consciousness? degree, it seems that highly green-consciousness consumer more aware to green practice and thus showing stronger store attachments than consumer with lower green-consciousness.