

Pengaruh green marketing dan perceived innovation terhadap intensi membeli green product: studi kasus lampu LED Panasonic = The impact of green marketing and perceived innovation on purchase intention for green product: the case study of Panasonic LED lamp

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Abstrak

[Kerusakan pada lingkungan memancing kekhawatiran dunia dan menjadi titik tolak munculnya green consumerism yang dimulai dengan kesadaran konsumen akan hak-haknya untuk memperoleh produk yang layak, aman, dan ramah lingkungan. Hal tersebut memicu perusahaan untuk melakukan inovasi terhadap produk yang dihasilkannya dan melakukan pemasaran terhadap produk tersebut dengan menggunakan strategi green marketing. Penelitian ini bertujuan untuk mengetahui pengaruh dari green marketing dan perceived innovation terhadap intensi membeli green product dengan mengangkat lampu LED Panasonic. Dengan adanya perceived factors sebagai variabel mediator antara green marketing dan perceived innovation terhadap intensi membeli, yaitu perceived quality, perceived price, perceived risk, dan perceived value, penelitian ini menemukan bahwa perceived innovation memiliki pengaruh negatif yang signifikan terhadap perceived risk dan perceived risk secara signifikan berpengaruh negatif terhadap intensi membeli green product. Hasil lainnya menunjukkan green marketing awareness memiliki pengaruh negatif terhadap perceived quality, sedangkan perceived innovation memiliki pengaruh positif yang signifikan terhadap perceived quality.

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purchase intention for green product. Others result show that green marketing awareness has a negative and significant impact on perceived quality, but perceived innovation significantly has positive impact on perceived quality.]