

# 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.

.....The damage of environment has provoked the world concern and it has become the turning point of green consumerism appearance, which was begin with the consumer's realization of their rights to get worthy, safe, and environmental- friendly products. It also encouraged company to do an innovation to their product and start using green marketing as their strategy to sell it. The purpose of this research is knowing the impact of green marketing and perceived innovation on purchase intention for green product which is Panasonic LED Lamp. By using perceived factors as mediator variabels between green marketing and perceived innovation on purchase intention for green product, which are perceived quality, perceived price, perceived risk, and perceived value, this research found that perceived innovation has a negative and significant impact on perceived risk and perceived risk significantly has a negative impact on 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., The damage of environment has provoked the world concern and it has become the turning point of green consumerism appearance, which was begin with the consumer's realization of their rights to get worthy, safe, and environmental- friendly products. It also encouraged company to do an innovation to their product and start using green marketing as their strategy to sell it. The purpose of this research is knowing the impact of green marketing and perceived innovation on purchase intention for green product which is Panasonic LED Lamp. By using perceived factors as mediator variabels between green marketing and perceived innovation on purchase intention for green product, which are perceived quality, perceived price, perceived risk, and perceived value, this research found that perceived innovation has a negative and significant impact on perceived risk and perceived risk significantly has a negative impact on

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.]