

Analisis pengaruh intrinsik religiusitas, ekstrinsik religiusitas, materialisme dan long-term orientation terhadap etika konsumen: studi kasus masyarakat kota Depok = Analysis of the influences between intrinsic religiousness extrinsic religiousness materialism and long term orientation towards consumer ethics: case study Depok society

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Abstrak

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Penelitian ini membahas tentang ada atau tidaknya pengaruh antara dimensi atau variabel intrinsik religiusitas, ekstrinsik religiusitas, materialisme dan long term orientation terhadap tujuh dimensi dari etika konsumen. Pengumpulan data menggunakan teknik convenience sampling secara offline. Dari pengumpulan dan pengolahan data dengan program IBM SPSS Statistic 22 yang dilakukan terhadap 550 responden masyarakat kota Depok, dapat ditemukan bahwa social (ekstrinsik religiusitas) dan planning (long-term orientation) berpengaruh negatif terhadap passive, active, legal, dan no harm/no foul. Sedangkan materialisme berpengaruh positif terhadap active, illegal, passive, active, legal, no harm/no foul dan downloading. Social (ekstrinsik religiusitas), tradition dan planning (long-term orientation) berpengaruh positif terhadap recycling dan doing good. Hal ini menunjukkan bahwa beberapa sikap negatif akan menyukai atau melakukan kegiatan tidak etis dan menghindari kegiatan yang etis dari perilaku konsumen.

ABSTRACT

This study aimed to investigate the influence between dimensions or variables of intrinsic religiosity, extrinsic religiosity, materialism and long-term orientation towards 7 dimensions of ethical consumers. Data collected using a convenience sample techniques and delivered offline. From the collection and processing of data by IBM SPSS Statistics 22 program, conducted on 550 respondents from Depok city community. It can be found that social (extrinsic religiosity) and planning (long-term orientation) negatively affect the passive, active, legal, and no harm / no foul. While materialism have positive affect on active, illegal, passive, active, legally, no harm / no foul and downloading. Social (extrinsic religiosity), tradition and planning (long-term orientation) have positive affect on recycling and doing good. This suggests that some of the negative attitudes would have or liked unethical behavior and avoid activities that ethical towards consumer behavior.