

Eksplorasi efek moderasi harga terhadap hubungan antara pertanda pengamatan dengan perilaku konsumsi berkelanjutan = Exploration of moderation effect of price on the relationship between observational cues and sustainable consumption

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Abstrak

ABSTRAK

Penelitian-penelitian terdahulu menemukan bahwa observational cues dapat meningkatkan kemunculan perilaku altruis atau prososial pada individu. Penelitian ini bertujuan mengeksplorasi kemungkinan keberadaan hubungan antara pertanda pengamatan (observational cues) dengan salah satu bentuk altruis yang belum pernah diteliti, yakni perilaku konsumsi berkelanjutan serta efek moderasi harga di dalam hubungan tersebut. Penelitian ini menggunakan desain eksperimental 2 (observational cues: ada vs. tidak ada) x 3 (harga: produk berkelanjutan lebih tinggi daripada produk konvensional vs. produk berkelanjutan lebih rendah daripada produk konvensional vs. produk berkelanjutan dan konvensional setara). Analisis data yang berasal dari 182 mahasiswa Universitas Indonesia mengindikasikan ketiadaan pengaruh yang signifikan dari observational cues dalam meningkatkan perilaku konsumsi berkelanjutan $F(1, N=182) = 2,348, p = 0,125$. Analisis pada variabel harga di dalam model interaksi tiga arah tidak mengindikasikan keberadaan efek moderasi harga, $F(2, N=182) = 0,11, p = 0,995$. Analisis terpisah terhadap interaksi dua arah antara harga dan produk menunjukkan hasil signifikan, $F(2, N=182) = 45,539, p = 0,001$. Hasil penelitian menentang generalisasi dari efek keberadaan obserational cues. Dalam naskah ini, dampak teoritis dan praktis dari hasil penelitian ini turut didiskusikan.

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ABSTRACT

Previous researches have indicated that the presence of observational cues increase the frequency of altruistic or prosocial behaviors exhibited by individuals. This research aimed to explore the probability of relationship between observational cues and a form of altruistic behavior which was yet to be examined, namely sustainable consumption as well as the moderation effect of price within the relationship. This research employed a between-subject experimental design of 2 (observational cues: present vs. not present) x 3 (price: price of sustainable product is higher than coventional product vs. price of sustainable product is lower than coventional product vs. price of sustainable and conventional product are equal). The statistical analysis conducted on 182 data collected from undergraduate students of Universitas Indonesia indicated

that there was no significant effect of observational cues in increasing sustainable consumption, $F(1, N=182) = 2,348, p = 0,125$. The analysis of price within the three-way interaction model indicated that there was no significant effect of price as moderator within the model, $F(2, N=182) = 0,11, p = 0,995$. A separate analysis conducted on the two-way interaction between price and product yielded significant result, $F(2, N=182) = 45,539, p = 0,001$. The result called into question the generalization of the effect generated by observational cues. Further theoretical and practical implications are discussed.