

Pengaruh green brand image, green trust dan green satisfaction terhadap repurchase intention : studi mengenai produk IKEA = The influence of green brand image, green trust, and green satisfaction on repurchase intention: the study of IKEA products

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Abstrak

Tesis ini bertujuan untuk meneliti pengaruh dari green brand image, green trust, dan green satisfaction terhadap repurchase intention pada produk IKEA. Data berasal dari 165 responden yang sebelumnya sudah membeli produk IKEA yang dianalisis menggunakan structural equation modeling (SEM). Hasil penelitian ini menunjukkan bahwa green brand image berpengaruh terhadap green trust dan green satisfaction. Green trust memiliki pengaruh terhadap repurchase intention sedangkan green satisfaction tidak berpengaruh terhadap repurchase intention pada produk IKEA.

Dari hasil penelitian, peneliti menyarankan IKEA untuk tetap mempertahankan usahanya dalam membentuk green brand image, mengedukasi konsumen untuk meningkatkan kesadaran hingga merubah perilaku mereka dalam menggunakan produk-produk ramah lingkungan, melakukan kegiatan corporate social responsibility atau community development, dan meningkatkan faktor-faktor lain yang menjadi pendorong adanya repurchase intention pada konsumen terutama di Indonesia.

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This thesis aims to investigate the influence of the green brand image, green trust and satisfaction towards repurchase intention green on IKEA products. Data were taken from 165 respondents who had previously been purchasing IKEA products and were analyzed with structural equation modeling (SEM). The results of this research showed that green brand image influence on green trust and green satisfaction. Green trust has an influence on repurchase intention, while green satisfaction has no effect on repurchase intention in IKEA products.

From the results of this study, the researchers suggest IKEA to maintain its efforts in forming green brand image, to educate consumers to raise awareness to change their behavior in using the products that are environmentally friendly, conducting corporate social responsibility or community development, and improve other factors that may be driving consumer's repurchase intention, especially in Indonesia.