

Pengaruh green product awareness dan perceived quality terhadap consumer purchase intentions yang dimediasi oleh corporate social responsibility = The influence of green product awareness and perceived quality on consumer purchase intentions mediated by corporate social responsibility / Jessica

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Abstrak

Industri makanan dan minuman Indonesia semakin berkembang dan perusahaan retail yang berkecimpung dalam industri ini bersaing secara ketat. Untuk memenangkan persaingan tersebut, banyak perusahaan yang telah menerapkan green marketing sebagai salah satu strategi pemasarannya. Penelitian ini meneliti perusahaan yang telah menerapkan green marketing khususnya perusahaan yang memproduksi green product dan melakukan praktek tanggung jawab sosial yang bergerak di industri makanan dan minuman di Indonesia. Data dikumpulkan dari 150 orang responden yang berdomisili di daerah Jakarta dan sekitarnya yang belum pernah membeli produk makanan dan minuman ramah lingkungan. Pengolahan data pada penelitian ini dilakukan menggunakan SEM. Hasil penelitian menunjukkan bahwa terdapat pengaruh positif dan signifikan dari perceived quality terhadap consumer purchase intentions. Selain itu, corporate social responsibility memediasi secara penuh green product awareness terhadap consumer purchase intentions.

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Food and beverage industry in Indonesia is growing and retail companies engaged in this industry compete tightly. For winning this competition, a lot of companies have implemented green marketing as their marketing strategy. This research examines the companies that have implemented green marketing, particularly the companies that produce green products and practices corporate social responsibility which is engaged in food and beverage industry in Indonesia. Data were collected from 150 respondents who live in Jakarta and surrounding areas who have never bought environmental friendly food and beverage products. The data in this study was analyzed using SEM. The result of this research shows that there are positive and significant effects between perceived quality and consumer purchase intentions. Moreover, corporate social responsibility mediated green product awareness towards consumer purchase intentions.