

Peran religiositas terhadap intensi pembelian produk ramah lingkungan bagi muslim = Role of religiosity in purchase intention of green products by muslims

Erinetta Puspita Anjani, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20492112&lokasi=lokal>

Abstrak

Agama Islam telah mengajarkan pengikutnya untuk memerhatikan keadaan sesama, termasuk lingkungan. Semakin tinggi dan beragamnya permasalahan lingkungan telah mengubah faktor-faktor konsumsi konsumen menjadi semakin peduli dan menuju ke arah yang lebih ramah lingkungan. Tujuan skripsi ini adalah untuk mengetahui peran religiosity pada green purchase intention konsumen Muslim di Indonesia. Penelitian ini terdiri dari 269 responden dengan menggunakan metode convenience sampling. Analisis yang digunakan untuk penelitian ini adalah Structural Equation Modelling (SEM) dengan menggunakan software Lisrel 8.8 untuk menganalisis faktor-faktor apa saja yang mendukung peran religiosity pada green purchase intention. Hasil penelitian menunjukkan bahwa adanya pengaruh religiosity terhadap collectivism dan eco-literacy, collectivism terhadap environmental concern dan attitude towards green products, eco-literacy terhadap environmental concern, environmental concern terhadap attitude towards green products, dan attitude towards green products terhadap green purchase intention.

.....Islam teaches its followers to be mindful of others, including to the environment. The increasing and more diverse of the environmental problems have changed the consumption factors of consumers becoming more mindful and being more environmentally friendly. The purpose of this study is to find out the role of religiosity on the green purchase intention of Muslim consumers in Indonesia. Structural Equation Modelling (SEM) using Lisrel 8.8 software was used to analyze which factors support the role of religiosity in the green purchase intention. This research consists of 269 respondents with convenience sampling method. The results showed that there was a religiosity influence on collectivism and eco-literacy, collectivism towards the environmental concern and attitude towards green products, eco-literacy towards the environmental concern, environmental concern towards attitude towards green products, and attitude towards green products towards green purchase intention.