

Peran Kesadaran Lingkungan Konsumen, Persepsi dan Value yang diberikan Terhadap Pembelian Batik Warna Alami: Studi Industri Batik Indonesia = The Role of Consumers Environmental Consciousness, Perception, and Perceived Value in Purchasing Natural Color Batik: Study of Indonesia Batik Industry =

Muthia Aliyya Safira, author

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Abstrak

Meningkatnya kesadaran dan kepedulian konsumen terhadap lingkungan, secara logis akan mengarahkan perilaku mereka dalam memilih produk yang ramah lingkungan.

The increase of consumers awareness of and concerns for the environment, logically will lead their behaviour in selecting environment-friendly products.

In Indonesia, wearing batik apparel as daily use is now becoming a trend. Less formal compared to business suits, people wearing batik for both informal as well as formal occasion. Today, synthetic colour batik is highly accessible, easy to find in the market and almost used by people in Indonesia. In contrast to natural colour batik, that is less produced by certain batik producers since it takes longer and time-consuming. However, natural colour batik has its uniqueness for making it rare to find a similar design which eventually becomes its competitive advantage. As a matter of more prolonged in the production process and limited resource, the price of natural colour batik comes higher.

This study looks at the relationship among consumers environmental consciousness, perception, and perceived value to influence their purchasing decision towards natural colour batik as an environmentally friendly apparel product.