

Pengaruh values orientation terhadap green functional benefit, green monetary cost, green satisfaction, dan green commitment, serta implikasinya dalam membentuk green loyalty = Role of values orientation to green functional benefit, green monetary cost, green satisfaction, green commitment, and their implication to form green loyalty

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Abstrak

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Penelitian ini membahas keterkaitan values orientation yang terdiri dari egoistic, altruistic, dan

biospheric dengan green functional benefit, green monetary cost, dan green satisfaction

sehingga terbentuklah green commitment dan green loyalty. Non-probability sampling dan

metode purposive sampling digunakan dengan kriteria tertentu, di mana konsumen adalah

mereka yang membeli dan menggunakan produk green brand. Terdapat 402 konsumen sebagai

sampel penelitian yang terkumpul dan dianalisa menggunakan Structural Equation Modeling.

Hasil menunjukkan bahwa data mendukung hipotesis pengaruh egoistic dan biospheric values

terhadap green functional benefit dan green monetary cost. Hipotesis terdukung juga

ditunjukkan pada pengaruh green functional benefit dan green monetary cost terhadap green

satisfaction, pengaruh green satisfaction terhadap green commitment, dan pengaruh green

commitment terhadap green loyalty. Sedangkan hipotesis lainnya tidak terbukti. Penelitian ini

menunjukkan bahwa green loyalty ditentukan oleh egoistic dan biospheric values, serta green

commitment sebagai mediasi penting dalam hubungan green satisfaction dan green loyalty.

Implikasi manajerial dari hasil penelitian ini menyarankan agar strategi marketing menekankan

pada pembentukan nilai egoistic dan biospheric, baik melalui promosi maupun penyampaian

pesan marketing.

<hr>ABSTRACT

The purpose of this study is to analyze the influence of egoistic, altruistic and biospheric value on green functional benefit, green monetary cost, green satisfaction and green loyalty. The study also analyze the effect of green functional benefit and green monetary cost on green satisfaction and green loyalty, as well as green satisfaction on green loyalty. The research use quantitative method with customers who has green brand purchase experience as the population in Indonesia. Non-probability sampling then conducted using purposive sampling method based on predetermined criterias, which are customers who has already purchase and use green brand products. There are 402 sample of customers that were gathered and analyzed using Structural Equation Modeling. The result shows that the data support hyphotheses on egoistic and biospheric value to green functional benefit and green cost monetary. The supported hyphotheses also show on green functional benefit and green cost monetary to green satisfaction. This study found there is positive on green satisfaction to green commitment, as well as green commitment to green loyalty. The other hyphotheses are not supported by data. As a conclusion, it is egoistic and biospheric values that has positive effect on green loyalty, while green functional benefit, green monetary cost, green satisfaction, and green commitment act as mediation between the value orientation and green loyalty. For managerial implication, green brand marketing strategy should incorporate egoistic and biospheric values in messages in advertising and promotion.