

# Analisis Faktor Penentu Eco-Conscious Consumer Behavior Menggunakan Theory of Planned Behavior bagi Konsumen Muslim di Indonesia = Analysis of Determinants of Eco-Conscious Consumer Behavior Using Theory of Planned Behavior for Muslim Consumer in Indonesia

Sumayyah Amalina Nasr, author

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## Abstrak

Agama Islam telah mengajarkan umatnya untuk memerhatikan keadaan sesama, termasuk lingkungan. Semakin tinggi dan beragamnya permasalahan lingkungan membuat perspektif konsumen terkait kegiatan konsumsi menjadi berbeda. Hal ini mengubah konsumen untuk memiliki perilaku yang sadar lingkungan. Tujuan penelitian ini adalah untuk menganalisis faktor penentu perilaku eco-conscious konsumen muslim Indonesia dengan menggunakan Theory of Planned Behavior serta menganalisis teori yang telah terbukti untuk menyelidiki apakah attitude toward green products, subjective norm, dan perceived behavioral control dapat mendorong eco-conscious behavior konsumen muslim di Indonesia dengan menggabungkan intrinsic religious orientation, green trust, dan environmental concern sebagai variabel tambahan. Kemudian, penelitian ini juga menganalisis pengaruh variabel intrinsic religious orientation, green trust, dan environmental concern secara langsung terhadap eco-conscious behavior konsumen muslim dan menganalisis efek moderasi intrinsic religious orientation pada hubungan green trust terhadap attitude toward green products. Analisis yang digunakan pada penelitian ini adalah Partial Least Square-Structural Equation Modelling (PLS-SEM) dengan menggunakan perangkat lunak SmartPLS untuk menganalisis faktor-faktor apa saja yang mendukung perilaku eco-conscious konsumen muslim Indonesia. Hasil penelitian menunjukkan bahwa intrinsic religious orientation memengaruhi eco-conscious behavior konsumen muslim di Indonesia baik secara langsung ataupun secara tidak langsung melalui mediasi attitude toward green products. Begitupula dengan environmental concern yang memengaruhi eco-conscious behavior konsumen muslim di Indonesia baik secara langsung ataupun secara tidak langsung melalui mediasi subjective norm dan perceived behavioral control. Sedangkan, green trust hanya memengaruhi eco-conscious behavior konsumen muslim di Indonesia apabila melalui mediasi attitude toward green products dan tidak memiliki pengaruh secara langsung. Hasil penelitian juga menunjukkan bahwa tidak ditemukannya efek moderasi intrinsic religious orientation pada hubungan green trust terhadap attitude toward green products.

.....Islam has taught its followers to be mindful of others, including to the environment. The increasing and more diverse environmental problems can change the consumer's perspective towards consumption. This shapes consumers to have ecologically conscious behavior. The purpose of this study is to analyze the determinants of eco-conscious behavior of Indonesian Muslim consumers by using the Theory of Planned Behavior, and also analyze a theory that has been proven to investigate whether attitude toward green products, subjective norms, and perceived behavioral control can encourage eco-conscious consumer behaviour for Indonesian Muslim consumers with several additional variables, namely intrinsic religious orientation, green trust, and environmental concern. This study also analyze the influence of intrinsic religious orientation, green trust, and environmental concern to eco-conscious behavior of Indonesian

Muslim directly, and moderating effect of intrinsic religious orientation on the relationship of green trust to attitude toward green products. The analysis used for this research is Partial Least Square Structural Equation Modeling (PLS-SEM) using SmartPLS software to analyze any factors that support the eco-conscious behavior of Indonesian Muslim consumers. The result showed that intrinsic religious orientation influence eco-conscious behavior of Indonesian Muslim directly and indirectly through attitude toward green products as mediator. It same goes with environmental concern that influence eco-conscious behavior of Indonesian Muslim directly and indirectly through subjective norm and perceived behavioral control as mediator. However, green trust influence eco-conscious behavior of Indonesian Muslim directly only and there was no mediator effect through attitude toward green products. The result also showed that there was no moderating effect of intrinsic religious orientation on the relationship of green trust to attitude toward green products.