

Analisis Faktor-Faktor yang Memengaruhi Niat Perilaku Konsumen untuk Mengunjungi Green Restaurants Pendekatan Extended Theory of Planned Behavior Model = Factors Affecting Consumer Behavior Intention toward Visiting Green Restaurants: Extended Theory of Planned Behavior Model Approach

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Abstrak

Terjadinya krisis energi, perubahan iklim, dan masalah lingkungan yang semakin serius meningkatkan kepedulian masyarakat terhadap lingkungan. Kepedulian akan lingkungan ini membuat konsumsi ramah lingkungan menjadi daya tarik bagi konsumen dan pelaku usaha. Berbagai industri mulai mengadopsi praktik ramah lingkungan dalam kegiatan operasionalnya, termasuk industri restoran. Green restaurants hadir sebagai alternatif restoran konvensional dengan mengadopsi nilai-nilai peduli lingkungan. Green restaurants mulai bermunculan di seluruh dunia termasuk Indonesia. Sayangnya, penelitian tentang green restaurants di Indonesia masih sangat sedikit. Penelitian ini bertujuan untuk melihat faktor-faktor yang memengaruhi niat perilaku konsumen untuk mengunjungi green restaurants. Menggunakan extended theory of planned behavior model faktor-faktor tersebut antara lain perceived environmental concern, perceived authority support, perceived behavioral control, subjective norms, attitude, willingness to pay premium dan perceived consumer effectiveness. Menggunakan sampel penduduk Jabodetabek dengan metode Structural Equation Modeling (SEM), hasil penelitian ini dapat membantu pemasar untuk meraih pangsa pasar yang lebih besar green restaurants.

The occurrence of the energy crisis, climate change, and environmental problems that are increasingly serious have increased public awareness of the environment. This concern for the environment makes environmentally friendly consumption an attraction for consumers and businesses. Various industries have started to adopt environmentally friendly practices in their operations, including the restaurant industry. Green restaurants exist as an alternative to conventional restaurants by adopting environmental values. Green restaurants are starting to appear all over the world including Indonesia. Unfortunately, there is very little research on green restaurants in Indonesia. This study aims to look at the factors that influence consumer behavior intention to visit green restaurants. Using the extended theory of planned behavior model, these factors include perceived environmental concern, perceived authority support, perceived behavioral control, subjective norms, attitude, willingness to pay premium and perceived consumer effectiveness. This research analyzed a sample of Jabodetabek residents with the Structural Equation Modeling (SEM) method, the results of this study can help marketers to gain a larger market for green restaurants.