

Hubungan Aktivitas Ramah Lingkungan, Komunikasi Ramah Lingkungan Citra Ramah Lingkungan, dan Citra Perusahaan terhadap Intensi Pembelian (Studi Kasus The Body Shop Indonesia) = The Correlation of Green Activities, Green Communication, Green Image and Corporate Image towards Purchase Intention (Case Study The Body Shop Indonesia)

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Abstrak

Strategi komunikasi suatu perusahaan dapat terlihat dari fungsi strategi bauran pemasaran dan citra perusahaan. Pada skripsi ini, fungsi strategi bauran pemasaran ramah lingkungan dan citra perusahaan dari The Body Shop akan diteliti untuk mengetahui hubungannya pada konsumen untuk mendapatkan intensi pembelian produk The Body Shop. Pendekatan kuantitatif digunakan dalam penelitian ini. Pengambilan data dilakukan melalui penyebaran kuesioner daring dengan metode convenience sampling. Responden dalam penelitian ini sebanyak 288 individu yang mengetahui perusahaan The Body Shop. Teknik analisis data menggunakan analisis korelasi non parametrik . Hasil penelitian menunjukkan bahwa terdapat hubungan fungsi strategi bauran pemasaran ramah lingkungan dan citra perusahaan terhadap intensi pembelian.

.....The communication strategy of a company can be seen from the function of the marketing mix strategy and corporate image. In this thesis, the functions of the environmentally friendly marketing mix strategy and the corporate image of The Body Shop will be investigated to determine the effect on consumers in obtaining purchase intentions of The Body Shop's products. This thesis is using a quantitative approach. Data were collected by distributing online questionnaires using convenience sampling method. Respondents in this study were 299 individuals who have an awareness about The Body Shop company. The data analysis that used were non-parametric correlation analysis. The results showed that there was a correlation on the function of an environmentally friendly marketing mix strategy and corporate image on purchase intention