

Pengaruh Kesadaran Pemasaran Hijau dan Persepsi Inovasi terhadap Minat Beli Melalui Persepsi Harga, Persepsi Kualitas, Persepsi Nilai dan Persepsi Risiko Sebagai Variabel Mediasi Pada Produk Lampu LED Hemat Energi Philips = The Influence of Green Marketing Awareness and Perceived Innovation on Purchase Intention Through Perceived Price, Perceived Quality, Perceived Value and Perceived Risk as Mediation Variables in Philips Energy Saving LED Lights Products

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Abstrak

Isu-isu lingkungan mulai meningkat terutama mengenai isu pemanasan global di mana semakin hari bumi semakin terancam akibat dari pemborosan energi yang dilakukan manusia dalam kehidupan sehari-harinya. Philips merupakan perusahaan yang bergerak di bidang elektronik mulai fokus dengan adanya isu pemanasan global ini dan memproduksi produk yang lebih ramah lingkungan dengan tujuan untuk mengurangi peningkatan dari pemanasan global. Produk tersebut adalah lampu hemat energi LED dari Philips yang dipasarkan dengan strategi green marketing. Penelitian ini akan mengukur pengaruh dari green marketing awareness dan perceived innovation pada purchase intention dengan mempertimbangkan mediasi perceived quality, perceived price, perceived risk, dan perceived value pada masyarakat di Jabodetabek. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik purposive sampling pada 150 responden yang diperoleh secara online. Hasil dari penelitian ini menunjukkan bahwa pengaruh dari green marketing awareness dan perceived innovation berpengaruh signifikan terhadap purchase intention.

.....Environmental issues are starting to increase, especially regarding the issue of global warming where the earth is increasingly being threatened as a result of wasting energy by humans in their daily lives. Philips is a company engaged in electronics starting to focus on the issue of global warming and producing products that are more environmentally friendly with the aim of reducing the increase in global warming. This product is an energy saving LED lamp from Philips which is marketed with a green marketing strategy. This study will measure the effects of green marketing awareness and perceived innovation on purchase intention by considering the mediation of perceived quality, perceived price, perceived risk, and perceived value in the community in Jabodetabek. This study uses a quantitative approach with a purposive sampling technique on 150 respondents obtained online. The results of this study indicate that the influence of green marketing awareness and perceived innovation has a significant effect on purchase intention.