

Pengaruh Green Brand Innovativeness, Value Perception, Dan Self Brand Connection Terhadap Brand Loyalty Dengan Peran Moderasi Green Knowledge = The Influence Of Green Brand Innovativeness, Value Perception, And Self-Brand Connection On Brand Loyalty With The Moderation Role Of Green Knowledge

Sufya Nabila, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=9999920520858&lokasi=lokal>

Abstrak

Seiring dengan meningkatnya masalah lingkungan, industri perawatan pribadi semakin sadar untuk mempromosikan merek ramah lingkungan. Penelitian ini bertujuan untuk melihat bagaimana Green Brand Innovativeness dan Green Perceived Value mempengaruhi Green Brand Loyalty. Studi penelitian ini juga membahas peran variabel mediasi Self Brand Connection dan variabel moderating Green Knowledge dalam kaitannya dengan Green Brand Loyalty. Studi riset ini berhasil mengumpulkan 819 responden Indonesia yang berdomisili di Indonesia dan pernah membeli green personal care melalui survei online. Data diolah menggunakan Structural Equation Model (SEM) dengan software LISREL 8.8. Temuan menunjukkan bahwa Green Brand Innovativeness dan Green Perceived Value secara tidak langsung mempengaruhi Green Brand Loyalty konsumen, dan Self Brand Connection memediasi hubungan antara Green Perceived Value terhadap Brand Loyalty. Namun, Green Knowledge tidak terbukti sebagai variabel moderator. Penelitian ini akan bermanfaat bagi sumber akademik untuk penelitian masa depan, praktisi di industri merek hijau untuk meningkatkan loyalitas pelanggan, dan masa depan lingkungan.

.....Along with the increase in environmental problems, the personal care industry is being more aware of promoting green brands. The objective of this research study is to see how Green Brand Innovativeness and Green Perceived Value influencing Green Brand Loyalty. This research study also discusses the role of the mediating variable Self Brand Connection and a moderating variable Green Knowledge in the linkage to Green Brand Loyalty. This research study managed to collect 819 Indonesian respondents who domiciled in Indonesia and have purchased green personal care through an online survey. The data was processed using the Structural Equation Model (SEM) with software LISREL 8.8. The finding suggests that Green Brand Innovativeness and Green Perceived Value indirectly influence consumer's Green Brand Loyalty, and Self Brand Connection mediates the relationship between Green Perceived Value to Brand Loyalty. However, Green Knowledge was not proven as a moderator variable. This research will benefit academic resources for future research, practitioners in the green brand industry to increase customer loyalty, and the future of the environment.