

Efektifkah Iklan Ramah Lingkungan dalam Memengaruhi Kepercayaan Konsumen? Pengaruh Green Advertisement terhadap Green Trust Konsumen Dewasa Muda pada Produk Green Skincare = Is Green Advertisement Effective in Influencing Consumer Trust? The Effect of Green Advertisement on Young Adult Consumer Green Trust in Green Skincare Products

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Abstrak

Dampak negatif penggunaan plastik pada industri beauty and personal care (BPC) telah menjadi perhatian publik. Masyarakat mulai mencari alternatif yang ramah lingkungan untuk produk perawatan kulit mereka. Kecenderungan untuk memilih produk yang ramah di kalangan konsumen mendorong munculnya produk green skincare. Banyak perusahaan yang mulai memproduksi green skincare dan memasarkannya dengan iklan ramah lingkungan (green advertisement). Penelitian ini bertujuan untuk melihat pengaruh green advertisement terhadap green trust konsumen dewasa muda pada produk green skincare. Penelitian dilakukan secara eksperimental dengan desain randomized between-subjects two-group posttest only terhadap 335 partisipan WNI berusia 18—25 tahun. Peneliti memberikan perlakuan berupa dua stimulus poster green advertisement. Green trust konsumen diukur menggunakan alat ukur yang dikembangkan oleh Chen (2010). Data yang terkumpul dianalisis menggunakan metode Independent Sample T-Test untuk menguji hipotesis. Hasil penelitian menunjukkan bahwa terdapat pengaruh yang signifikan dari perlakuan yang diberikan pada kelompok 1 ($M = 26.07$, $SD = 2.085$) berupa poster green advertisement dengan klaim ramah lingkungan terhadap green trust partisipan dibandingkan kelompok 2 ($M = 14.95$, $SD = 7.335$), $t(333) = 18.799$, $p < 0.05$ yang diberikan perlakuan berupa poster green advertisement dengan klaim ramah lingkungan yang menyesatkan (greenwashing). Perbedaan skor variabel antara kedua kelompok tergolong cukup tinggi dan dapat disimpulkan bahwa partisipan mampu mengenali poster green advertisement yang memiliki klaim ramah lingkungan sebenarnya serta menunjukkan kepercayaan ramah lingkungan yang rendah pada poster green advertisement yang memiliki klaim ramah lingkungan menyesatkan (greenwashing).

.....The negative impact of plastic use on the beauty and personal care (BPC) industry has become a public concern. People are starting to look for eco-friendly alternatives for their skincare products. The tendency to choose products that are friendly among consumers encourages the emergence of green skincare products. Many companies have started producing green skincare and marketing it with green advertisements. This study aims to see the effect of green advertisement on the green trust of young adult consumers in green skincare products. The study was conducted experimentally with a randomized between-subjects two-group posttest design only on 335 Indonesian citizen participants aged 18—25 years. The researcher gave treatment in the form of two stimulus green advertisement posters. Consumer green trust is measured using a measuring instrument developed by Chen (2010). The collected data were analyzed using the Independent Sample T-Test method to test the hypothesis. The results showed that there was a significant effect of the treatment given to group 1 ($M = 26.07$, $SD = 2.085$) in the form of green advertisement posters with environmentally friendly claims on participant green trust compared to group 2 ($M = 14.95$, $SD = 7.335$), t

(333) = 18,799, $p < 0.05$ which was given treatment in the form of green advertisement posters with misleading greenwashing claims. The difference in variable scores between the two groups was quite high and it can be concluded that participants were able to recognize green advertisement posters that had actual environmentally friendly claims and showed low green trust on green advertisement posters that had misleading environmentally friendly claims (greenwashing).