

Pengaruh Pemberantasan Pekerja Anak di Perusahaan Transnasional Industri Kakao Terhadap Minat Beli Konsumen Indonesia: Peran Mediasi Persepsi Merek dan Peran Moderasi Tingkat Pendidikan = The Effect of Child Labor Eradication in Cocoa Industry Transnational Companies Towards Indonesian Consumer's Purchase Intention: The Mediating Role of Brand Perception and the Moderating Role of Education Level

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Abstrak

Tujuan dari makalah ini adalah untuk menguji pengaruh penerapan CLMRS dalam rantai pasokan terhadap niat beli konsumen Indonesia terhadap TNC industri kakao. Secara khusus, tujuannya adalah untuk menganalisis apakah persepsi merek memediasi efek, sementara dimoderasi oleh tingkat pendidikan.

Desain/metodologi/pendekatan – Data dikumpulkan menggunakan Qualtrics, perangkat lunak survei online. Dari 352 responden, setengah subjek diberikan stimulus implementasi CLMRS Nestlé, Mondelz, dan Hershey, dan setengah lainnya hanya diberikan produk ketiga perusahaan tersebut. Setelah memproses informasi, para peserta diminta untuk mengevaluasi persepsi merek dan niat beli mereka.

Temuan – Hasil menunjukkan bahwa penerapan CLMRS secara langsung memengaruhi persepsi merek dan niat beli konsumen terhadap produk Nestlé, Mondelz, dan Hershey. Persepsi merek ditemukan sebagai prediktor langsung niat beli; namun, tingkat pendidikan tidak memprediksi persepsi merek.

Orisinalitas/nilai – Hasil penelitian ini memberikan wawasan yang berarti bagi perusahaan industri kakao bahwa CLMRS dapat menjadi strategi CSR yang sesuai untuk meningkatkan persepsi merek konsumen Indonesia dan meningkatkan niat beli mereka.

Kata Kunci Sistem Mediasi dan Remediasi Pekerja Anak, Tingkat Pendidikan, Persepsi Merek, Minat Beli Makalah Penelitian Jenis Kertas.

.....The purpose of this paper is to examine the effect of implementing the CLMRS in supply chain on Indonesian consumers' purchase intention towards cocoa industry TNCs. In particular, the aim is to analyze if brand perception mediates the effects, while being moderated by education level.

Design/methodology/approach – The data were collected using Qualtrics, an online survey software. From 352 respondents, half the subjects were presented with the stimuli of Nestlé, Mondelz, and Hershey's CLMRS implementation, and the other half were only presented with the three firms' products. After processing the information, the participants were asked to evaluate their brand perception and purchase intention.

Findings – The results indicated that the implementation of CLMRS directly affect consumers' brand perception and purchase intention towards Nestlé, Mondelz, and Hershey's products. Brand perception was found to be a direct predictor of purchase intention; however, education level did not predict brand perception.

Originality/value – The outcome of this study provides meaningful insights for cocoa industry companies that the CLMRS could be a suitable CSR strategy to enhance Indonesian consumers' brand perception and increase their purchase intention.

Keywords Child Labor Mediation and Remediation System, Education Level, Brand Perception, Purchase Intention

Paper Type Research Paper.