

Faktor-faktor yang Mempengaruhi Perilaku Pembelian Tumbler sebagai Produk Ramah Lingkungan di Kalangan Generasi Z dan Milenial Muslim Perkotaan: Peran Moderasi Nilai Religiusitas = Factors Influencing the Purchase Behavior of Tumblers as Green Products Among Urban Generation Z and Millennial Muslims: Moderating Role of Religious Values

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Abstrak

Seiring meningkatnya berbagai permasalahan lingkungan, kesadaran manusia terhadap isu lingkungan semakin meningkat, dan tren untuk menggunakan produk ramah lingkungan juga semakin tinggi. Penelitian ini bertujuan untuk menganalisis faktor-faktor yang mempengaruhi perilaku pembelian tumbler sebagai produk ramah lingkungan di kalangan generasi Z dan milenial muslim di daerah perkotaan, serta peran variabel moderasi nilai religiusitas dalam hubungan tersebut. Teori yang digunakan dalam penelitian ini adalah Theory of Reasoned Action. Penelitian ini melibatkan variabel Green Brand Knowledge, Environmental Concern, Environmental Knowledge, Green Perceived Value, Attitude toward Purchase of Green Products, Subjective Norms, Green Purchase Intention, Green Purchase Behaviour Intrapersonal Religious Values, dan Interpersonal Religious Values. Data primer dikumpulkan melalui survei dengan mengajukan kuesioner kepada 416 responden di wilayah perkotaan. Analisis data menggunakan metode Structural Equation Modeling (SEM) PLS menggunakan SmartPLS 4.0 untuk menguji hipotesis-hipotesis yang diajukan. Hasil penelitian menunjukkan bahwa Attitude toward Purchase of Green Products dipengaruhi secara positif dan signifikan oleh Green Brand Knowledge, Environmental Concern, dan Green Perceived Value. Environmental Knowledge tidak berpengaruh signifikan terhadap Attitude toward Purchase of Green Products. Attitude toward Purchase of Green Products dan Subjective Norms berpengaruh positif dan signifikan terhadap Green Purchase Intention, Green Purchase Intention berpengaruh positif dan signifikan terhadap Green Purchase Behavior. Intrapersonal Religious Values dapat memperkuat secara signifikan pengaruh positif dari Subjective Norms terhadap Green Purchase Intention, namun nilai religiusitas lainnya tidak memperkuat hubungan Attitude toward Purchase of Green Products ataupun Subjective Norms terhadap Green Purchase Intention. Temuan dari penelitian ini dapat digunakan oleh produsen produk tumbler maupun pemangku kepentingan lainnya sebagai strategi pemasaran maupun kampanye pro-lingkungan.

.....Environmental concerns are increasing along with the rising trend of using green products as environmental issues continue to worsen. The purpose of this study is to examine the factors influencing urban Generation Z and Millennial Muslims' purchasing decisions for tumbler as a green products. Furthermore, it explores at how religious values influence these relationships in a moderating way. The Theory of Reasoned Action forms the theoretical basis for this study. Several variables are included in the study: Green Brand Knowledge, Environmental Concern, Environmental Knowledge, Green Perceived Value, Attitude toward Purchase Green Products, Subjective Norms, Green Purchase Intention, Green Purchase Behaviour, Interpersonal Religious Values, and Intrapersonal Religious Values. Surveys were conducted to gather primary data, with questionnaires distributed to 416 respondents in urban areas. To

evaluate the proposed hypotheses, data was analyzed using Partial Least Square-Structural Equation Modeling (PLS-SEM). Attitude toward Purchase Green Products is positively and significantly influenced by Green Brand Knowledge, Environmental Concern, and Green Perceived Value, according to research findings. Meanwhile, Attitude toward Purchase Green Products is not significantly influenced by Environmental Knowledge. Both Attitude toward Purchase Green Products and Subjective Norms had positive and significant effects on Green Purchase Intention. Green Purchase Intention had a positive and significant effect on Green Purchase Behaviour. The Intrapersonal Religious Values can significantly strengthen the positive influence of Subjective Norms on Green Purchase Intention, but other religious values neither reinforce the attitude's relationship nor Subjective Norms on Green Purchase Intention. The findings of this research can be utilized by tumbler product manufacturers and other stakeholders as part of marketing strategies and green campaigns.