

The Influence of Self-Efficacy on Ethical Consumption: Analyzing the Impact of Moral Rebel's Statements on Purchase Intentions = Pengaruh Self-Efficacy terhadap Konsumsi Etis: Menganalisis Dampak Pernyataan Moral Rebel terhadap Niat Membeli

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Abstrak

Di era kesadaran konsumen yang tinggi, memahami dampak pernyataan moral terhadap niat membeli sangatlah penting di pasar seperti Indonesia. Penelitian ini menyelidiki pengaruh pernyataan pemberontak moral terhadap niat membeli konsumen di Indonesia dan menguji peran moderat dari efikasi diri dalam proses ini. Efikasi diri, yang didefinisikan sebagai keyakinan pada kemampuan seseorang untuk melaksanakan perilaku yang diperlukan untuk menghasilkan hasil tertentu, dianggap sebagai moderator potensial dalam hubungan antara pernyataan moral dan niat membeli. Penelitian ini berhipotesis bahwa pernyataan moral berpengaruh positif terhadap niat membeli dan efikasi diri yang tinggi memperkuat pengaruh tersebut. Data yang dikumpulkan melalui kuesioner online yang melibatkan 223 peserta memberikan wawasan tentang kecenderungan perilaku konsumen Indonesia ketika dihadapkan pada pernyataan moral versus non-moral tentang iklan pengujian hewan. Temuan menunjukkan bahwa pernyataan yang bermuatan moral oleh pemberontak moral meningkatkan niat membeli lebih signifikan dibandingkan pernyataan yang tidak bermuatan moral. Bertentangan dengan ekspektasi, efikasi diri tidak secara signifikan memoderasi dampak pernyataan moral terhadap niat membeli, meskipun hal tersebut berkorelasi positif dengan niat membeli. Hal ini menunjukkan bahwa meskipun konsumen Indonesia dipengaruhi oleh pertimbangan etis, namun tingkat efikasi diri mereka tidak mengubah pengaruh pernyataan moral terhadap keputusan pembelian mereka secara signifikan.In an era of increasingly high consumer awareness, the intersection between moral statements and purchase intentions is important to understand market dynamics, one of which is in developing country markets such as Indonesia. This study investigates the influence of moral rebel statements on consumers' purchase intentions in Indonesia and tests the moderating role of self-efficacy in this process. Self-efficacy, defined as belief in one's ability to execute the behaviors necessary to produce a particular outcome, is considered a potential moderator in the relationship between moral statements and purchase intentions. This research hypothesizes that moral statements have a positive effect on purchase intentions and high self-efficacy strengthens this effect. Data collected through an online questionnaire involving 223 participants provides insight into the behavioral tendencies of Indonesian consumers when faced with moral versus non-moral statements about an animal testing advertisement. The findings show that morally charged statements by moral rebels increase purchase intentions more significantly than statements that are not morally charged. Contrary to expectations, self-efficacy did not significantly moderate the impact of moral statements on purchase intentions, although it was positively correlated with purchase intentions. This shows that although Indonesian consumers are influenced by ethical considerations, their level of self-efficacy does not significantly change the influence of moral statements on their purchasing decisions. The outcome of this research implies, by integrating moral principles into marketing strategies, businesses can increase their appeal to ethically conscious consumers, thereby potentially increasing market share and consumer loyalty in a competitive marketplace.