

Pengaruh Integrated Marketing Communication terhadap Sustainable Consumer Behavior melalui Sustainable Brand Image dalam Industri Retail "Superindo" = The Influence of Integrated Marketing Communication (IMC) and Sustainable Brand Image on Sustainable Consumer Behavior

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Abstrak

Isu *sustainability* atau keberlanjutan yang kian marak di kalangan publik turut memengaruhi para pelaku usaha untuk menyesuaikan produk yang mereka jual, berikut strategi bisnis dan pemasaran yang mereka lakukan, dengan masalah keberlanjutan alam. Industri retail di Indonesia pun tak luput dari pengaruh tersebut, yang mana dibuktikan dengan bermunculannya retail ramah lingkungan serta penerapan strategi berkelanjutan dalam bisnis mereka. Untuk memasarkan produk mereka dan menarik perhatian konsumen, para pelaku usaha harus memerhatikan strategi komunikasi pemasaran yang mereka lakukan. Maka dari itu, penelitian ini dilakukan dengan tujuan untuk menganalisis pengaruh penerapan bauran *Integrated Marketing Communication* atau Komunikasi Pemasaran Terpadu, dengan mediasi dari citra merek (*brand image*), terhadap perilaku konsumen (*consumer behavior*) dalam konteks industri berkelanjutan (*sustainable*). Peneliti menetapkan Superindo sebagai objek penelitian ini, karena Superindo merupakan salah satu pelaku retail ternama di Indonesia yang telah menerapkan strategi retail yang berkelanjutan. Penelitian ini dilakukan dengan menerapkan paradigma positivistik dan metode kuantitatif berupa survei yang dilakukan dengan menyebarkan kuesioner kepada 205 responden yang memenuhi syarat melalui berbagai sarana media sosial, seperti Instagram, Telegram, dan WhatsApp. Hasil penelitian menunjukkan bahwa di antara lima bauran IMC, hanya periklanan (*advertising*), promosi penjualan (*sales promotion*), serta humas dan publisitas (*public relations and publicity*) yang mampu memengaruhi perilaku konsumen berkelanjutan (*sustainable consumer behavior*) secara langsung dan positif. Sementara itu, apabila melibatkan efek mediasi dari citra merek berkelanjutan (*sustainable brand image*), hanya dua bauran IMC yakni hubungan masyarakat dan publisitas (*public relations and publicity*) dan penjualan personal (*personal selling*) yang dapat memengaruhi perilaku konsumen berkelanjutan (*sustainable consumer behavior*). Namun secara keseluruhan, bauran IMC yang dimediasi oleh *sustainable consumer behavior* dapat memengaruhi *sustainable consumer behavior* secara positif. Hal ini menunjukkan bahwa penerapan IMC dapat memengaruhi *sustainable consumer behavior*, dan dapat menjadi bagian yang penting dalam strategi komunikasi pemasaran suatu usaha.

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The issue of sustainability, which is increasingly widespread among the general public, has begun to influence businesses to adapt the products they sell, along with the business and marketing strategies they implement, to the issue of natural sustainability. The retail industry in Indonesia is not immune from this influence, as proven by the emergence of environmentally friendly retail businesses and the implementation of sustainable strategies in their business. To market their products and attract the attention of consumers, it is necessary for businesses to pay attention to the marketing communication strategies they use. Therefore,

this research was conducted with the aim of analysing the effect of implementing the Integrated Marketing Communication mix, with the mediation effect from brand image, on consumer behavior in the context of sustainable industry. Superindo is chosen the object of this research because Superindo is one of the well-known retail players in Indonesia that has implemented sustainable retail strategy in their business. This research was carried out by applying quantitative methods in the form of survey, which was conducted by distributing questionnaires to 205 respondents who met the requirements via various social media tools, such as Instagram, Telegram, and WhatsApp. The research results show that among the eight IMC mixes, only advertising, sales promotion, and public relations and publicity are able to directly and positively influence sustainable consumer behavior. Meanwhile, by involving the mediating effect of sustainable brand image, it is found that only two IMC mixes, namely public relations and publicity and personal selling, can influence sustainable consumer behavior. However, by involving the mediating effect of sustainable brand image, the implementation of IMC mixes as a whole is able to positively influence sustainable consumer behavior. In conclusion, IMC mixes can influence sustainable consumer behavior and can be an important part in the marketing communication strategy of a business.