

Pengaruh Green Brand Affect Terhadap Green Purchase Intentions dengan Efek Mediasi dari Green Brand Associations, Green Brand Attitude, dan Green Brand Trust = The Influence of Green Brand Affect towards Green Purchase Intention with the Mediation Effect of Green Brand Association, Green Brand Attitude and Green Brand Trust

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Abstrak

Peneliti sebelumnya telah menunjukkan bahwa green brand affect, green brand association, green brand attitude dapat mempengaruhi green purchase intention. Namun konstruk green brand trust memiliki peran penting dalam mengukur pengaruh dari konstruk-konstruk tersebut. Penelitian ini bertujuan untuk membuktikan adanya dampak yang diberikan green brand trust pengaruh green brand affect, green brand association, green brand attitude terhadap green purchase intention. Penelitian ini merupakan penelitian kuantitatif menggunakan teknik snowball sampling dengan 252 responden warga negara Indonesia dari usia 16 sampai 60 tahun melalui survei daring. Hasil penelitian menemukan bahwa tidak adanya pengaruh langsung antara green brand trust terhadap green purchase intention. Namun green brand trust memiliki pengaruh sebagai mediasi antara green brand affect, green brand attitude terhadap green purchase intention. Previous researchers have shown that green brand affect, green brand association, green brand attitude can affect green purchase intention. However, the green brand trust construct has an important role in measuring the effect of these constructs. This study aims to prove the impact given by green brand trust, the influence of green brand affect, green brand association, green brand attitude on green purchase intention. This research is a quantitative research using snowball sampling technique with 252 Indonesian citizen respondents from 16 years old to 60 years old through an online survey. The results of the study found that there was no direct influence between green brand trust and green purchase intention. However, green brand trust has an influence as a mediation between green brand affect, green brand attitude and green purchase intention.