

Pengaruh program tanggung jawab sosial perusahaan terhadap niat beli produk Uniqlo U future lifewear essentials = Impact of corporate social responsibility programs towards consumer's purchase intention of Uniqlo U future lifewear essentials products

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh Program Tanggung Jawab Sosial Perusahaan Terhadap Niat Beli Produk Uniqlo U Future Lifewear Essentials. Untuk merek-merek fast fashion, peran tanggung jawab sosial penting sebagaimana sustainability tengah menjadi isu yang sangat diperhatikan sehingga banyak diluncurkan koleksi pakaian berkelanjutan. Tanggung jawab sosial dapat membantu dalam mengukur niat beli konsumen atas produk tersebut. Penelitian menggunakan pendekatan kuantitatif eksplanatif dengan menggunakan online survey. Hasil penelitian menunjukkan bahwa tanggung jawab sosial korporasi memiliki pengaruh terhadap niat beli produk dari Uniqlo U Future Lifewear Essentials dengan pengaruh paling besar melalui Perceived Consumer Effectiveness. Hasil penelitian merekomendasikan bahwa perlu dipertahankannya tanggung jawab sosial korporasi terhadap lingkungan terutama dalam penggunaan sustainably sourced materials sekaligus lebih banyak lagi program tanggung jawab sosial untuk kedepannya. Selebihnya juga diperlukan komunikasi lebih terbuka terkait environmental sustainability dengan memanfaatkan kanal media sosial untuk memaksimalkan penyampaian informasi terkait kegiatan/program CSR lingkungan. Terlebih, dapat dimanfaatkan juga strategi corporate social marketing untuk meningkatkan perceived consumer effectiveness terhadap produk yang ditawarkan.

.....This study aims to analyse the impact of corporate social responsibility programs towards consumer's purchase intention of the Uniqlo U Future Lifewear Essentials products. For fast fashion brands, the role of corporate social responsibility is deemed as important as currently many fast fashion brands are under scrutiny in regards to their sustainability issues. This drives many of the brands to launch multiple collections of sustainable clothings. To find out whether consumers are interested to buy these products, corporate social responsibility is said to be helpful in measuring their purchase intention. The study uses a quantitative-explanative approach utilising online survey as data. Result of the study proves that corporate social responsibility programs do have an impact towards consumer's purchase intention of the Uniqlo U Future Lifewear Essentials products, with the most significant impact through the perceived consumer effectiveness variable. Consequently, it is recommended to maintain the environmental corporate social responsibility especially in regards to the use of sustainably sourced materials for the products while simultaneously exploring more corporate social responsibility programs to be implemented in the future. Furthermore, a more open communication with the consumers regarding the environmental corporate social responsibility programs that are being implemented is very much needed. Channels such as social media can be make use of to convey informations concerning the environmental corporate social responsibility programs. Lastly, corporate social marketing strategy can be implemented into the marketing strategies of the Uniqlo U Future Lifewear Essentials products as it can increases the perceived consumer effectiveness and lead them towards purchase.