

RINGKASAN

Penelitian ini merupakan penelitian survei pada followers akun instagram zerowaste.id_official. Penelitian ini berjudul “Pengaruh Consumer Ethical Beliefs terhadap Niat Beli Produk Hijau dengan Pengetahuan Produk Hijau sebagai Variabel Pemoderasi”.

Consumer ethical beliefs merupakan seperangkat nilai moral yang digunakan oleh konsumen dalam menentukan baik dan buruknya suatu tindakan. Vitell dan Munchy (2005) menyusun model pengukuran *consumer ethical beliefs* dengan istilah *consumer ethic scale* (CES) yang terdiri atas enam dimensi yaitu: *actively benefiting from illegal activity*, *passively benefiting at the expense of others*, *actively benefiting from questionable behavior*, *no harm/no foul activities*, *recycling* dan *doing good*. Etika telah banyak diteliti oleh para akademisi dan dinyatakan sebagai antecedent pembelian produk ramah lingkungan, meskipun begitu masih banyak perbedaan hasil penelitian yang terus diperdebatkan.

Tujuan dari penelitian ini adalah untuk menganalisis pengaruh *actively benefiting from illegal activity*, *passively benefiting at the expense of others*, *actively benefiting from questionable behavior*, *no harm/no foul activities*, *recycling* dan *doing good* terhadap niat beli produk hijau dengan pengetahuan produk hijau sebagai variabel moderasi. Populasi penelitian ini adalah followers akun instagram zerowaste.id_official. Sampel yang digunakan adalah sebanyak 328 responden. Penentuan sampel menggunakan teknik *accidental sampling method*. Berdasarkan hasil penelitian dan analisis data yang menggunakan *Moderated Regression Analysis (MRA)* menunjukkan bahwa: (1) *actively benefiting from illegal activity* tidak berpengaruh terhadap niat beli produk hijau, (2) *passively benefiting at the expense of others* tidak berpengaruh terhadap niat beli produk hijau, (3) *actively benefiting from questionable behavior* tidak berpengaruh terhadap niat beli produk hijau, (4) *no harm/no foul activities behavior* tidak berpengaruh terhadap niat beli produk hijau, (5) *recycling* berpengaruh terhadap niat beli produk hijau, (6) *doing good* berpengaruh terhadap niat beli produk hijau, (7) pengetahuan produk hijau tidak memoderasi pengaruh *actively benefiting from illegal activities* terhadap niat beli produk hijau, (8) pengetahuan produk hijau tidak memoderasi pengaruh *passively benefiting at the expense of others* terhadap niat beli produk hijau, (9) pengetahuan produk hijau tidak memoderasi pengaruh *actively benefiting from questionable behavior* terhadap niat beli produk hijau, (10) pengetahuan produk hijau tidak memoderasi pengaruh *no harm/ no foul* berpengaruh terhadap niat beli produk hijau, (11) pengetahuan produk hijau memoderasi pengaruh kesadaran daur ulang (*recycling*) terhadap niat beli produk hijau, (12) pengetahuan produk hijau memoderasi pengaruh berbuat baik (*Do Good*) terhadap niat beli produk hijau.

Kata Kunci: *Consumer Ethical Beliefs, Actively Benefiting from Illegal Activity, Passively Benefiting at the Expense of Others, Actively Benefiting from Questionable Behavior, No Harm/No Foul Activities, Recycling, Doing Good, Pengetahuan Produk Hijau, Niat Beli Produk Hijau*

SUMMARY

This research is a survey research on instagram followers of zerowaste.id_official. This research with entitled “The Effect of Consumer Ethical Beliefs on Green Buying Intention with Green Product Knowledge as Moderating Variable”.

Consumer ethical beliefs are a set of moral values that are used by consumer in determining good or bad of an action. Vitell and Munchy (2005) compiles a consumer ethical belief model with term consumer ethic scale (CES) which consist of six dimensions, namely: active benefiting from illegal activity, pasively benefiting at the expense of others, actively benefiting from questionable behavior, no harm/ no foul activity, recycling and doing good. Ethics model has been widely researched by academics and considered as an antecedent of purchasing eco-friendly products, however there are still many different in the findings that continue to be debated.

The purpose of this study is to analyze the effect of actively benefiting from illegal activity, passively benefiting at the expense of others, actively benefiting from questionable behavior, no harm/no foul activities, recycling and doing good toward green buying intention with green product knowledge as a moderating variable. The population in this study were the followers of the zerowaste.id instagram account. The sample size used was 328 respondents. Sample determination using the accidental method. Based on the results of research and data analysis using moderated regression analysis (MRA) shows that: (1) actively benefiting from illegal activity has no effect on green buying intention., (2) passively benefiting at the expense of others has no effect on green buying intention, (3) actively benefiting from questionable behavior has no effect on green buying intention, (4) no harm/ no foul activities has no effect on green buying intention, (5) recycling has no effect on green buying intention, (6) doing good has no effect on green buying intention, (7) green product knowledge does not moderate the effect of actively benefiting from illegal activity on green buying intention, (8) green rproduct knowledge does not moderate the effect of passiveley benefiting at the expense of others on green buying intention, (9) green product knowledge does not moderate the effect of actovely benefiting from questionable behavior on green buying intention (10) green product knowledge does not moderate the effect of no harm on green buying intention, (11) green product knowledge moderate the effect of recycling on green buying intention, (12) green product knowledge moderate the effect of doing good on green buying intention.

Keywords: Consumer Ethical Beliefs, Actively Benefiting from Illegal Activity, Passively Benefiting at the Expense of Others, Actively Benefiting from Questionable Behavior, No Harm/No Foul Activities, Recycling, Doing Good, Green Product Knowledge, Green Buying Intention