

ABSTRAK

PENGARUH *GREEN BRAND POSITIONING*, *GREEN BRAND KNOWLEDGE*, DAN *ENVIRONMENTAL CONCERN* TERHADAP *GREEN PRODUCT PURCHASE INTENTION*

(Studi pada Produk Ramah Lingkungan PT Nestle Indonesia)

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Isu pencemaran lingkungan masih menjadi masalah yang belum teratasi secara efektif. Menyikapi hal ini, banyak perusahaan mulai memosisikan mereknya sebagai merek yang peduli lingkungan dan menjadikan perlindungan lingkungan sebagai bagian dari tanggung jawabnya. Salah perusahaan tersebut adalah PT Nestlé Indonesia yang berupaya memperkuat citranya sebagai perusahaan ramah lingkungan dengan memisahkan pertumbuhan bisnis dari jejak lingkungannya (limbah/residu). Namun, yang menjadi masalah dalam penelitian ini terkait dengan *tren greenwashing*, di mana konsumen mulai meragukan *positioning* dari PT Nestlé Indonesia karena banyak perusahaan besar menggunakan label keberlanjutan hanya sebagai strategi pemasaran tanpa dampak nyata. Selain itu, PT Nestlé Indonesia dinilai kurang mengedukasi konsumen tentang komitmen dan tindakan nyatanya dalam mendukung keberlanjutan, sehingga klaim-klaim keberlanjutannya dipertanyakan. Maka dari itu, tujuan penelitian ini adalah untuk mengetahui pengaruh *green brand positioning*, *green brand knowledge*, dan *environmental concern* terhadap *green product purchase intention* pada produk ramah lingkungan PT Nestlé Indonesia.

Penelitian ini menggunakan metode kuantitatif dengan teknik *purposive sampling* dan melibatkan 160 responden. Analisis data dilakukan menggunakan regresi linier berganda melalui software SPSS 26, serta dilengkapi dengan uji determinasi (R^2) dan uji parsial (uji t). Hasil penelitian menunjukkan bahwa *green brand positioning*, *green brand knowledge*, dan *environmental concern* berpengaruh positif dan signifikan terhadap *green product purchase intention*. Implikasi dari hasil penelitian ini menunjukkan bahwa untuk meningkatkan niat beli konsumen terhadap produk ramah lingkungan, PT Nestle Indonesia perlu mengintegrasikan strategi *branding*, edukasi konsumen, dan pendekatan emosional berbasis nilai lingkungan dalam seluruh aspek pemasaran dan inovasi produknya.

Kata Kunci: *Green Brand Positioning*, *Green Brand Knowledge*, *Environmental Concern*, *Green Product Purchase Intention*, PT Nestle Indonesia

ABSTRACT

THE EFFECT OF GREEN BRAND POSITIONING, GREEN BRAND KNOWLEDGE, AND ENVIRONMENTAL CONCERN ON GREEN PRODUCT PURCHASE INTENTION (Study On Environmentally Friendly Products From PT Nestle Indonesia)

By

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The issue of environmental pollution is still a problem that has not been resolved effectively. In response to this, many companies have begun to position their brands as brands that care about the environment and make environmental protection part of their responsibility. One such company is PT Nestlé Indonesia, which is trying to strengthen its image as an environmentally friendly company by separating business growth from its environmental footprint (waste/residue). However, the problem in this study is related to the greenwashing trend, where consumers are starting to doubt the positioning of PT Nestlé Indonesia because many large companies use sustainability labels only as a marketing strategy without real impact. In addition, PT Nestlé Indonesia is considered to be less educating consumers about its commitment and real actions in supporting sustainability, so that its sustainability claims are questionable. Therefore, the purpose of this study is to determine the effect of green brand positioning, green brand knowledge, and environmental concern on green product purchase intention on PT Nestlé Indonesia's environmentally friendly products.

This study uses a quantitative method with purposive sampling technique and involves 160 respondents. Data analysis was carried out using multiple linear regression through SPSS 26 software, and is equipped with a determination test (R^2) and partial test (t-test). The results of the study indicate that green brand positioning, green brand knowledge, and environmental concern have a positive and significant effect on green product purchase intention. The implications of the results of this study indicate that in order to increase consumer purchasing intentions for environmentally friendly products, PT Nestle Indonesia needs to integrate branding strategies, consumer education, and emotional approaches based on environmental values in all aspects of its marketing and product innovation.

Keywords: Green Brand Positioning, Green Brand Knowledge, Environmental Concern, Green Product Purchase Intention, PT Nestle Indonesia