

INTISARI

Penelitian ini bertujuan untuk menguji pengaruh pemosisian, sikap, dan pengetahuan merek ramah lingkungan pada niat beli ponsel pintar Samsung ramah lingkungan. Data yang digunakan dalam penelitian dikumpulkan melalui survei kuesioner secara daring, dan kemudian diperoleh data dari 206 responden. Responden penelitian adalah pengguna ponsel pintar yang berada di kota besar Jakarta, Bogor, Depok, Tangerang, Bandung, Surabaya, dan Bali, dengan spesifik kriteria mengetahui aktivitas pemasaran ponsel pintar Samsung ramah lingkungan. Data kemudian diolah menggunakan SmartPLS. Hasil penelitian menyatakan bahwa pemosisian merek ramah lingkungan berpengaruh negatif dan tidak signifikan terhadap niat beli ponsel pintar Samsung ramah lingkungan. Variabel sikap dan pengetahuan merek ramah lingkungan berpengaruh positif dan signifikan pada niat beli ponsel pintar Samsung ramah lingkungan. Didapatkan juga bahwa pengetahuan merek ramah lingkungan berpengaruh positif dan signifikan pada sikap terhadap ponsel pintar Samsung ramah lingkungan. Adapun pengetahuan merek ramah lingkungan berpengaruh positif dan signifikan dalam memoderasi pengaruh antara pemosisian merek ramah lingkungan pada niat beli ponsel pintar Samsung ramah lingkungan. Oleh karena itu, penting bagi tim manajerial Samsung memperkuat pengetahuan merek sebagai fondasi utama untuk meningkatkan niat beli pada ponsel pintar Samsung ramah lingkungan. Pada praktik bauran pemasaran, membangun sikap dan pemosisian merek juga harus dilakukan secara berkesinambungan dan konsisten.

Kata Kunci: Pemosisian merek ramah lingkungan, pengetahuan merek ramah lingkungan, sikap merek ramah lingkungan, niat beli produk ramah lingkungan *green product*, *green smartphone*, ponsel pintar ramah lingkungan.

ABSTRACT

This study aims to test the influence of eco-friendly brand positioning, attitude, and knowledge on the purchase intention of environmental friendly Samsung smartphones. The data used in the study was collected through an online questionnaire survey, and then data was obtained from 206 respondents. The respondents of the study were smartphone user, who were domiciled in the big cities of Jakarta, Bogor, Depok, Tangerang, Bandung, Surabaya, and Bali. The specific criteria of the respondent is they who aware of environmental friendly Samsung smartphones campaign. The data is then processed using SmartPLS. The results of the study stated that eco-friendly brand positioning has a negative and insignificant effect on the purchase intention of Samsung's environmental friendly smart phones. The variables of eco-friendly brand attitude and knowledge have a positive and significant effect on Samsung's eco-friendly smart phone buying intention. It was also found that eco-friendly brand knowledge had a positive and significant effect on attitudes towards Samsung's eco-friendly smartphones. As for eco-friendly brand knowledge, it has a positive and significant effect in moderating the influence between eco-friendly brand positioning on the purchase intention of Samsung's eco-friendly smartphones. Therefore, it is important for Samsung's managerial team to strengthen brand knowledge as a key foundation to increase purchase intention on Samsung's eco-friendly smartphones. In marketing mix practice, building brand attitudes and positioning also must be done continuously and consistently.

Keywords: Eco-friendly brand positioning, eco-friendly brand knowledge, eco-friendly brand attitude, green product purchase intention, green smartphone, eco-friendly smartphone.