

INTISARI

Permasalahan sampah di Indonesia mendorong perlunya perubahan konsumsi menuju pola yang lebih berkelanjutan, seperti melalui penerapan konsep *zero waste*. Pandawara Group, yang belakangan ini meraih perhatian besar sebagai *influencer* lingkungan, menjadi konteks yang sangat relevan untuk dikaji dalam rangka mewujudkan konsumsi yang lebih berkelanjutan. Penelitian ini menganalisis pengaruh karakteristik *influencer*, yang meliputi sifat dapat dipercaya, komitmen, keakraban, kemiripan, keahlian, dan kredibilitas, terhadap keterlibatan lingkungan, serta dampaknya terhadap pengetahuan lingkungan, sikap terhadap *zero waste*, dan niat pembelian *zero waste*. Penelitian ini menggunakan pendekatan kuantitatif dengan metode SEM-PLS untuk menganalisis sampel 193 responden dari survei daring. Hasil penelitian menunjukkan bahwa karakteristik komitmen, keakraban, dan kredibilitas berpengaruh signifikan terhadap keterlibatan lingkungan. Selanjutnya, keterlibatan lingkungan memiliki pengaruh positif terhadap pengetahuan dan sikap terhadap *zero waste*, yang kemudian *influencer* niat pembelian *zero waste*. Temuan ini diharapkan dapat memperkaya literatur terkait pengaruh *influencer* dalam mendorong perilaku konsumsi berkelanjutan.

Kata Kunci: Karakteristik *influencer*, Signaling Theory, keterlibatan lingkungan, pengetahuan lingkungan, niat pembelian *zero waste*, Pandawara.

ABSTRACT

The waste problem in Indonesia encourages the need for changes in consumption toward more sustainable patterns, such as by implementing the zero waste concept. Pandawara Group, which has recently gained significant attention as an environmental influencer, becomes a highly relevant context to study. This research analyzes the influence of influencer characteristics, including trustworthiness, commitment, familiarity, similarity, expertise, and credibility, on environmental involvement, as well as its impact on environmental knowledge, attitudes toward zero waste, and zero waste purchase intention. This study uses a quantitative approach with the SEM PLS method to analyze a sample of 193 respondents from an online survey. The research results show that the characteristics of commitment, familiarity, and credibility have a significant influence on environmental involvement. Furthermore, environmental involvement has a positive influence on environmental knowledge and attitudes toward zero waste, which then affect zero waste purchase intention. These findings are expected to enrich the literature related to the influence of influencer characteristics in encouraging sustainable consumption behavior.

Keywords: *Influencer characteristics, Signaling Theory, environmental involvement, environmental knowledge, zero waste purchase intention, Pandawara..*