

Intisari

Permasalahan manusia dan lingkungan alam, sebagian disebabkan oleh kegiatan konsumsi oleh manusia. Dalam upaya menurunkan tingkat kerusakan akibat kegiatan konsumsi ini, maka konsumen perlu didorong untuk mengonsumsi secara etis dengan mengembangkan perilaku beli etis. Masalah yang hendak dipecahkan melalui penelitian ini adalah, adanya kesenjangan antara niat berperilaku beli etis dan perilaku beli etis. Penelitian berhasil mengidentifikasi konstruk emosi sebagai pengisi kesenjangan antara niat berperilaku beli etis dan perilaku beli etis. Berdasarkan kesenjangan tersebut, tujuan penelitian dapat dinyatakan sebagai : (1) menguji peran emosi dalam memoderasi hubungan antara niat berperilaku beli etis dan perilaku beli etis, serta (2) menguji pengaruh langsung emosi pada perilaku beli etis. Perilaku beli etis diteliti dalam konteks pembelian merek lokal lawan lobal. Suatu perilaku beli dikatakan perilaku beli etis, bila seseorang membeli produk lokal.

Penelitian dilakukan dengan menggunakan strategi eksperimen gabungan antara laboratorium dan lapangan, dengan partisipan mahasiswa. Hubungan antar konstruk dalam model, diuji dengan uji Kruskal-Wallis, Mann-Whitney, dan Chi Square. Hasil penelitian menyatakan bahwa (1) emosi tidak memoderasi hubungan antara niat berperilaku etis dan perilaku beli etis, (2) emosi berpengaruh signifikan pada perilaku beli etis.

Kata kunci: perilaku beli etis, niat berperilaku beli etis, emosi

Abstract

Issue about human and nature environment, partly was caused by consumption activity by peoples. In order to reduce the level of damage as consequence of this consumption activity, consumer needs to be encouraged to consume ethically by developing ethical buying behaviour. The problem will be solved through this research was there was gap between intention to buy ethically and ethical buying behaviour. Study successful identified emotional construct as a filler of gap between intention to buy ethically and ethical buying behaviour. Based on the gap, the aims of this study can be stated as: (1) examining emotional role to moderate relationship between intention to buy ethically and ethical buying behaviour, and (2) examining the direct influence of emotions to ethical buying behaviour. Ethical buying behaviour was scrutinized in the context buying local brand versus global brand. The buying behaviour said as ethical buying behaviour, if someone buy local product.

Study conducted by using joint experiment strategy between laboratory and field approaches by using students as participants. Relationship between constructs in the model were examined by Kruskal-Wallis, Mann-Whitney, dan Chi Square tests. The results of the research can be stated that: (1) emotions did not significantly moderate the relationship between intention to buy ethically and ethical buying behaviour, (2) emotions significantly influence to ethical buying behaviour.

Keywords: intention to buy ethically , ethical buying behaviour, emotions.