

Analisis Faktor yang Mempengaruhi Keputusan Pembelian Air Minum Dalam Kemasan (AMDK) pada Komunitas Peduli Lingkungan

Annela Prisantama¹, Novita Erma Kristanti², Guntarti Tatik Mulyati²

¹Mahasiswa Departemen Teknologi Industri Pertanian, Fakultas Teknologi Pertanian, Universitas Gadjah Mada, Yogyakarta

²Dosen Departemen Teknologi Industri Pertanian, Fakultas Teknologi Pertanian, Universitas Gadjah Mada, Yogyakarta

ABSTRAK

Peningkatan konsumsi Air Minum Dalam Kemasan (AMDK) yang kemasannya berbahan plastik PET sekali pakai terus terjadi setiap tahunnya. Hal ini akan menyebabkan jumlah sampah plastik akan meningkat seiring dengan meningkatnya konsumsi AMDK yang dapat memicu pemanasan global. Oleh karena itu, beberapa komunitas peduli lingkungan telah menyadari hal tersebut dan mencoba menerapkan *zero plastic lifestyle*. Anggota komunitas peduli lingkungan yang mencoba menerapkan *zero plastic lifestyle* dapat memiliki persepsi tersendiri terkait faktor yang mempengaruhi keputusan pembelian AMDK. Maka dari itu, tujuan dilakukannya penelitian ini yaitu mengetahui pengaruh persepsi kualitas, citra merek, harga, dan promosi terhadap keputusan pembelian AMDK pada konsumen yang mencoba menerapkan *zero plastic lifestyle*, mengetahui faktor yang memiliki pengaruh dominan dalam keputusan pembelian AMDK konsumen yang mencoba menerapkan *zero plastic lifestyle*, serta mengetahui perbedaan antara keputusan pembelian AMDK oleh konsumen yang mencoba menerapkan *zero plastic lifestyle* dengan masyarakat umum. Pengumpulan data dilakukan dengan cara penyebaran kuesioner secara *online* pada komunitas peduli lingkungan dan diperoleh sejumlah 498 responden yang merupakan anggota komunitas yang mencoba menerapkan *zero plastic lifestyle*. Teknik pengambilan sampel dilakukan dengan metode *snowball sampling* dengan teknik analisis data yaitu analisis regresi linear berganda dan uji hipotesis. Hasil analisis menunjukkan bahwa persepsi kualitas, citra merek, harga, dan promosi secara simultan mempengaruhi keputusan pembelian AMDK sebanyak 75%. Persepsi kualitas berpengaruh negatif dan signifikan, persepsi citra merek dan harga berpengaruh positif dan signifikan, serta persepsi promosi berpengaruh negatif dan tidak signifikan terhadap keputusan pembelian AMDK dengan persepsi citra merek sebagai faktor yang paling dominan pengaruhnya. Keputusan pembelian AMDK oleh anggota komunitas yang mencoba menerapkan *zero plastic lifestyle* diketahui berbeda dengan masyarakat umum pada persepsi kualitas dan promosi produk.

Kata kunci: AMDK, keputusan pembelian, zero plastic lifestyle

Analysis of Factors Affecting Consumers Purchasing Decisions on Bottled Water in Environmental Care Community

Annela Prisantama¹, Novita Erma Kristanti², Guntarti Tatik Mulyati²

¹Student of the Department of Agro-industrial Technology, Faculty of Agriculture Technology, Universitas Gadjah Mada, Yogyakarta

²Lecturer in the Department of Agro-industrial Technology, Faculty of Agriculture Technology, Universitas Gadjah Mada, Yogyakarta

ABSTRACT

The increase in consumption of bottled water, which is made of single-use PET plastic, continues to occur every year. This will cause the amount of plastic waste to increase along with the consumption of bottled water which can cause global warming. Therefore, some environmental care communities have realized this and trying to implement zero plastic lifestyle. Members of the environmental care community who are trying to implement a zero plastic lifestyle can have a different perceptions regarding the factors that affecting consumers purchasing decisions on bottled water. Therefore, the purpose of this research is to know the affect of perceived quality, brand image, price, and promotion on purchasing decisions on bottled water for consumers who are trying to implement zero plastic lifestyle, know the factor that has a dominant effect in purchasing decisions on bottled water for consumers who are trying to implement zero plastic lifestyle, and know the differences of purchasing decision on bottled water between the consumers who are trying to implement zero plastic lifestyle and the general public. Data collection was carried out by distributing online questionnaires to environmental care communities and obtained 498 members who are trying to implement zero plastic lifestyle as respondents. The sampling technique was snowball sampling method with data analysis techniques multiple linear regression analysis and hypothesis testing. The results of the analysis show that perceived quality, brand image, price, and promotion simultaneously affect the purchasing decisions on bottled water by 75%. Perceived quality has a negative and significant effect, perceived brand image and price have a positive and significant effect, and perceived promotion has a negative and insignificant, with perceived brand image as the dominant factor. The decision to purchase bottled water by community members who are trying to implement zero plastic lifestyle is different with the general public on perceived quality and promotion.

Keywords: bottled water, purchasing decision, zero plastic lifestyle