

ABSTRAK

PENGARUH *GREEN MARKETING COMMUNICATION* TERHADAP MINAT BELI DENGAN *BRAND IMAGE* SEBAGAI *MEDIATING VARIABLE* PADA INDUSTRI *FOOD AND BEVERAGES*

Industri *food and beverages* (F&B) yang terus bertumbuh mengalami perubahan signifikan yang disebabkan oleh pandemi COVID-19, seperti penurunan *performance* bisnis dan perubahan *consumer's behavior*. Para pelaku usaha menjadi lebih agresif untuk melakukan berbagai inisiatif yang sesuai dengan tren masyarakat pasca-pandemi, yang salah satunya adalah masyarakat menjadi lebih peduli dengan lingkungan. Oleh karena itu, banyak restoran yang melakukan aktivitas *go-green* dan yang lebih pentingnya adalah mengkomunikasikan aktivitas *go-green* yang sudah dijalankan (*green marketing communication*). Hal ini dilakukan dengan harapan dapat memberikan dampak positif kepada restoran. Berdasarkan hal tersebut, penelitian ini bertujuan untuk menguji apakah *green marketing communication* yang terdiri atas *green action communication*, *green food communication* dan *green donation communication*, secara parsial berpengaruh signifikan terhadap *brand image* dan minat beli konsumen. Selain itu, penelitian ini juga bertujuan untuk menguji apakah *brand image* berpengaruh signifikan terhadap minat beli, serta apakah *brand image* berfungsi sebagai mediator dalam pengaruh *green marketing communication* terhadap minat beli.

Penelitian dilakukan melalui penyebaran kuesioner dengan teknik *convenience sampling* kepada konsumen akhir yang pernah bertransaksi di industri F&B dengan konsep *green*, berdomisili di Jabodetabek dan memiliki penghasilan sama dengan atau di atas UMR. Data yang sudah diperoleh akan dianalisis dengan analisis regresi melalui *software* SPSS 20.0 dan uji Sobel melalui *Sobel calculator*. Selain itu, akan dilakukan juga Uji *Mann-Whitney U* dan *Kruskal Wallis-H* untuk uji beda demografi responden terhadap *brand image* dan minat beli. Penelitian yang terdiri dari 425 responden ini membuktikan bahwa terdapat beda signifikan pada persepsi kelompok berdasarkan jenis kelamin, generasi dan tingkat rata-rata pengeluaran per bulan terkait restoran yang sudah mengkomunikasikan kegiatan *green*. Selain itu, penelitian ini membuktikan bahwa terdapat juga beda signifikan pada minat beli kelompok berdasarkan generasi dan tingkat rata-rata pengeluaran per bulan. Berdasarkan analisis regresi yang dilakukan terbukti bahwa *green action communication*, *green food communication* dan *green donation communication*, secara parsial, memiliki pengaruh yang signifikan terhadap *brand image* dan juga minat beli. Kemudian, hasil analisis regresi juga membuktikan bahwa *brand image* berpengaruh secara signifikan terhadap minat beli. Berdasarkan uji Sobel, diperoleh bahwa *brand image* juga berperan secara signifikan sebagai mediator pada pengaruh antara *green action communication*, *green food communication*, dan *green donation communication* terhadap minat beli.

Kata Kunci: *Green Marketing Communication, Green Action Communication, Green Food Communication, Green Donation Communication, Brand Image, Minat Beli, Industri Food and Beverages*

ABSTRACT

THE EFFECT OF GREEN MARKETING COMMUNICATION ON PURCHASE DESIRE WITH BRAND IMAGE AS A MEDIATING VARIABLE IN THE FOOD AND BEVERAGES INDUSTRY

The food and beverages (F&B) industry which continues to grow recently, has experienced significant changes due to COVID-19 such as sales declined and consumer's behavior shifted. All stakeholders become more aggressive in developing various initiatives which aligned with post-pandemic societal trends, as though more concerned with the environment. Therefore, many restaurants are running go-green activities, and the more essential is communicating those activities which called green marketing communication, in order to get the positive impact to restaurant. Based on that, this research aims to examine whether green marketing communication, which consists of green action communication, green food communication and green donation communication, partially has a significant effect on brand image and consumer's purchase desire. In addition, this research aims to examine whether the brand image has a significant effect on purchase desire, and also examine whether brand image plays a role as a mediator between green marketing communication and purchase desire.

This research was conducted through share the online questionnaire with convenience sampling technique to end consumers who have ever transacted in the F&B industry with the green concept, domiciled in Jabodetabek and also have a salary equal or above the UMR. The data obtained will be analyzed with regression analysis using SPSS 20.0 and Sobel test using Sobel calculator. Furthermore, Mann-Whitney U Test and Kruskal Wallis-H Test will be also used in this research to examine the effect of respondent's demographics on brand image and consumer's purchase desire. This research, which consisted of 425 respondents, proves that there is a significant difference in the customer's perception which grouping by gender, generation, and level of expenditure for the restaurant that had communicated about their green activities. Not only that, but this research also proves that there is a significant difference in the customer's purchase desire which grouping by generation and level of expenditure. Afterward, regression analysis proves that green action communication, green food communication, and green donation communication, partially had a significant effect on brand image and consumer's purchase desire. The result of regression analysis also proves that brand image had a significant effect on consumer's purchase desire. Lastly, the Sobel test proves that brand image played a significant role as a mediator between green action communication, green food communication, and green donation communication towards purchase desire.

Keywords: Green Marketing Communication, Green Action Communication, Green Food Communication, Green Donation Communication, Brand Image, Purchase Desire, Food and Beverages Industry