

ABSTRAK

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ANTESEDEN DARI *GREEN PRODUCT EXPERIENCE* SERTA DAMPAKNYA TERHADAP *POSITIVE ELECTRONIC WORD-OF-MOUTH* DAN *REPURCHASE INTENTION* (STUDI PADA *SKINCARE BRAND XYZ*)

Tujuan dari penelitian ini adalah untuk menguji dan menganalisis pengaruh anteseden dari *Green product experience* serta dampaknya dalam penggunaan *skincare* terhadap *electronic word of mouth* dan *repurchase intention*. Penelitian ini dilakukan dengan metode kuantitatif survei, dimana data diperoleh dengan pendekatan *cross-sectional*. Metode analisis data dengan *partial least squares structural equation modeling* (PLS-SEM) karena kompleksitas model penelitian. Terdapat 248 responden yang memenuhi syarat sebagai sampel yang telah berpengalaman menggunakan produk *green skincare* selama kurun waktu 1 tahun. Studi ini menunjukkan sejumlah anteseden yang dimulai dari *tactical green marketing*, *brand perceived value* dan kemudian mempengaruhi *Green product experience*, dimana hampir semua anteseden menunjukkan pengaruh signifikan yang positif kecuali pada jalur *desired self identity*. Penelitian ini menunjukkan bahwa *Green product experience* memberikan dampak positif pada *positive e-WOM* dan *repurchase intention*. Model penelitian ini mempunyai R^2 , f^2 dan Q^2 yang menunjukkan bahwa model mempunyai kemampuan prediksi yang memadai. Jalur dari *Tactical Green marketing* melalui *Spirituality Guidance* mempunyai pengaruh paling besar terhadap *Green product experience*. Dengan demikian, penelitian mengungkapkan *Spirituality Guidance* menjadi faktor yang penting untuk dikomunikasikan kepada konsumen sehingga dapat menciptakan *experience* yang berkesan. Penelitian ini dapat memberikan implikasi manajerial bahwa pengelolaan pemasaran *green skincare* harus memperhatikan *Brand experience* yang dapat dipengaruhi oleh *environmental responsibility*, *green product quality*, *Innovativeness*, *social appeal*, *desired self identity*, and *Spirituality Guidance*.

Kata kunci: *Tactical green marketing*, *brand perceived value*, *Green product experience*, *positive e-WOM* dan *repurchase intention*, *skincare brand*

ABSTRACT

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ANTECEDENTS OF GREEN PRODUCT EXPERIENCE AND ITS IMPACT ON POSITIVE ELECTRONIC WORD-OF-MOUTH AND REPURCHASE INTENTION (STUDY ON SKINCARE BRAND XYZ)

The purpose of this study was to examine and analyze the effect of the antecedents of Green product experience and their impact on the use of skincare on electronic word of mouth and repurchase intention. This research was conducted using a quantitative survey method, where data were obtained using a cross-sectional approach. Data analysis method with partial least squares structural equation modeling (PLS-SEM) because of the complexity of the research model. There are 248 respondents who qualify as samples who have experience using green skincare products for a period of 1 year. This study shows a number of antecedents starting from tactical green marketing, brand perceived value and then affecting Green product experience, where almost all of the antecedents show a positive significant effect except for the Desired Self Identity path. This study shows that Green product experience has a positive impact on positive e-WOM and repurchase intention. This research model has R², f² and Q² which indicate that the model has adequate predictive ability. The path of Tactical Green marketing through Spirituality Guidance has the greatest influence on the Green product experience. Thus, research reveals Spirituality Guidance to be an important factor to be communicated to consumers so as to create a memorable experience. This research can provide managerial implications that the management of green skincare marketing must pay attention to Brand experience which can be influenced by environmental responsibility, green product quality, Innovativeness, social appeal, desired self identity, and Spirituality Guidance.

Keywords: *Tactical green marketing, brand perceived value, Green product experience, positive e-WOM dan repurchase intention, skincare brand*