

ABSTRAK

Arief Wibowo (01033180023)

ANTESEDEN DAN KONSEKUENSI DARI *TRUST* TERHADAP *BRAND ATTACHMENT*

Skripsi, Fakultas Sains dan Teknologi (2023)

(Xii + 64 halaman, 21 tabel, 3 gambar, 1 lampiran)

Dengan kemajuan teknologi pada saat ini, masyarakat semakin menyadari pentingnya penggunaan kemasan daur ulang dan dampaknya terhadap lingkungan. Industri makanan *fastfood* merupakan bisnis yang memiliki konsumsi yang tinggi terhadap kemasan daur ulang dan menghasilkan limbah kemasan yang berlebihan bagi lingkungan. Penelitian ini mengambil studi kasus *fastfood* restoran makanan cepat saji McDonald dan KFC. Penelitian ini bertujuan untuk mengeksplorasi hubungan antara *green packaging* dan merek dalam konteks perusahaan makanan *fastfood* dan lingkungan. Variabel yang diteliti dalam penelitian ini terdiri dari *green packaging* sebagai prediktor variabel *brand attachment* dan *trust* terhadap *brand attitude* dan *perceived value*. Penelitian ini merupakan penelitian kausal. Metode penelitian yang digunakan adalah metode kuantitatif dengan pengolahan data menggunakan Structural Equation Model (SEM) dengan Smart PLS. Pengumpulan data dilakukan dengan penyebaran kuesioner kepada 250 responden dengan karakteristik responden pria dan wanita berumur 18-30 tahun. Hasil penelitian ini menunjukkan bahwa *green packaging* secara signifikan mempengaruhi *brand attitude* dengan koefisien regresi 0,403. *Green packaging* secara signifikan mempengaruhi *trust* dengan koefisien regresi 0,265. *Green packaging* secara signifikan mempengaruhi *perceived value* dengan koefisien regresi 0,281. *Brand attitude* secara signifikan mempengaruhi *trust* dengan koefisien regresi 0,484. *Perceived value* secara signifikan mempengaruhi *trust* dengan koefisien regresi 0,237. *Brand attitude* secara signifikan mempengaruhi *brand attachment* dengan koefisien regresi 0,251. *Perceived value* secara signifikan mempengaruhi *brand attachment* dengan koefisien regresi -0,055. *Trust* secara signifikan mempengaruhi *brand attachment* dengan koefisien regresi 0,688.

Kata Kunci : *Brand attachment, Brand attitude, Green packaging, Perceived value, Trust*

Referensi : 15 (2002-2021)

ABSTRACT

Arief Wibowo (01033180023)

ANTECEDENCE AND CONSEQUENCES OF TRUST ON BRAND ATTACHMENTS

Thesis, Faculty of Science and Technology (2023)

(Xii + 64 pages, 21 tables, 3 images, 1 attachment)

With the advancement of technology at this time, people are increasingly aware the importance of using recycled packaging and its impact on the environment. The fast-food industry consumes a lot of recycled packaging and generates a lot of packaging waste for the environment. This research takes case studies from fast food restaurants, such as McDonald's and KFC. This study aims to explore the relationship between green packaging and brand in the context of fast-food companies and the environment. This study looked at green packaging as a predictor of brand attachment, as well as trust variables on brand attitude and perceived value. This is a causal study. The research method used is a quantitative method with data processing using the Structural Equation Model (SEM) with Smart PLS. Data collection was carried out by distributing questionnaires to 250 respondents with the characteristics of male and female respondents aged 18–30 years. The results of this study indicate that green packaging significantly influences brand attitude with a regression coefficient of 0.403. Green packaging significantly affects trust, with a regression coefficient of 0.265. Green packaging significantly affects perceived value, with a regression coefficient of 0.281. Brand attitude significantly affects trust with a regression coefficient of 0.484. Perceived value significantly affects trust, with a regression coefficient of 0.237. Brand attitude significantly affects brand attachment with a regression coefficient of 0.251. With a regression coefficient of -0.055, perceived value significantly affects brand attachment. Trust significantly affects brand attachment with a regression coefficient of 0.688.

Keywords: Brand attachment, Brand attitude, Green packaging, Perceived value, Trust

References: 15 (2002-2021)