

ABSTRACT

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THE SIGNIFICANCE OF BRAND IDENTITY, GREEN MARKETING, AND STORE ATMOSPHERE ON MEDAN GENERATION Z's PURCHASE INTENTION: A STUDY ON THE BODY SHOP

(xvi+120 pages; 22 figures; 36 tables; 8 appendixes)

The beauty industry has been expanding particularly local brands in Indonesia. Interest in beauty products has been emerging over the past years, creating innovative and interesting new brands towards customers of all ages. Generation Z are known to be socially diverse, cares for the environment, community engagement and others. Worldwide and domestically, The Body Shop is included in the top 10 leading beauty manufacturers. However, the tendency of domestic customers which prefers local beauty brands is higher than international brands. The purpose of this research is to reveal how much significance each factor of Brand Identity, Green Marketing, and Store has on Medan Generation Z's Purchase Intention. The research obtains a sample size of 100 respondents who are selected through a purposive sampling method with the distribution of research questionnaire. The multiple regression analyses processed exhibit the positive and significant influence of Brand Identity and Store Atmosphere variables partially towards Purchase Intention. However, there is no significant influence of Green Marketing on Purchase Intention. On the other hand, the F-test shows that there is a simultaneous positive significant influence of all Brand Identity, Green Marketing, and Store Atmosphere towards Medan generation Z's Purchase Intention.

Keywords: Brand Identity, Green Marketing, Store Atmosphere, Purchase Intention, Generation Z

References: 65 (2018 -2023)

ABSTRAK

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SIGNIFIKANSI IDENTITAS MEREK, GREEN MARKETING, DAN ATMOSFIR TOKO TERHADAP NIAT PEMBELIAN GENERASI Z DI MEDAN: STUDI PADA THE BODY SHOP

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Industri kecantikan telah berkembang khususnya merek lokal di Indonesia. Ketertarikan terhadap produk kecantikan telah meningkat selama beberapa tahun terakhir, menciptakan merek-merek baru yang inovatif dan menarik bagi pelanggan dari segala usia. Generasi Z dikenal memiliki keberagaman sosial, peduli lingkungan, bermasyarakat dan lain-lain. Di tingkat dunia dan dalam negeri, The Body Shop masuk dalam 10 besar produsen kecantikan terkemuka. Namun kecenderungan pelanggan dalam negeri yang lebih memilih merek kecantikan lokal lebih tinggi dibandingkan merek internasional. Tujuan dari penelitian ini adalah untuk mengungkap seberapa besar signifikansi masing-masing faktor Identitas Merek, Pemasaran Ramah Lingkungan, dan Toko terhadap Niat Membeli Generasi Z Medan. Penelitian memperoleh jumlah sampel sebanyak 100 responden yang dipilih melalui metode purposive sampling dengan penyebaran kuesioner penelitian. Hasil analisis regresi berganda menunjukkan adanya pengaruh positif dan signifikan dari variabel Identitas Merek dan Suasana Toko secara parsial terhadap Minat Beli. Namun tidak terdapat pengaruh signifikan Green Marketing terhadap Minat Beli. Sedangkan uji F menunjukkan terdapat pengaruh positif signifikan secara simultan seluruh Brand Identity, Green Marketing, dan Store Atmosfir terhadap Minat Beli generasi Z Medan.

Kata Kunci: Identitas Merek, Pemasaran Hijau, Suasana Toko, Minat Beli, Generasi Z

Referensi: 65 (2018-2023)