

ABSTRAK

PENGARUH *ENTERTAINMENT*, *INFORMATIVENESS*, *IRRITATION*, DAN *SOURCE CREDIBILITY* TERHADAP *PURCHASE INTENTION* EKOLABEL: STUDI PADA KONSUMEN EKOLABEL STARBUCKS

Meningkatnya perhatian masyarakat terhadap produk yang ramah lingkungan menyebabkan meningkatnya jumlah perusahaan yang mengiklankan produk yang memiliki ecolabel untuk menunjukkan bahwa produknya ramah terhadap lingkungan, salah satu perusahaan tersebut adalah Starbucks Coffee. Meskipun demikian belum banyak penelitian yang membahas mengenai efektivitas dari iklan tersebut dalam meningkatkan *purchase intention* dari konsumen terhadap produk ecolabel. Penelitian ini dilakukan untuk mengidentifikasi pengaruh dari aspek-aspek viral marketing yaitu *entertainment*, *informativeness*, *irritation*, dan *source credibility* terhadap *purchase intention* konsumen produk ecolabel, adapun subjek yang diambil adalah konsumen produk Starbucks Coffee yang ada di Jabodetabek. Penelitian ini dilakukan dengan menggunakan 210 responden yang dicari dengan menggunakan *non-probability sampling* dengan teknik *convenience sampling*, adapun analisis data yang digunakan adalah analisis regresi linear berganda yang diolah menggunakan IBM SPSS 23. Hasil penelitian menemukan bahwa *entertainment*, *informativeness*, dan *source credibility* memiliki pengaruh yang signifikan dan positif terhadap *purchase intention* produk ecolabel dari Starbucks, sedangkan *irritation* ditemukan tidak memiliki pengaruh yang signifikan terhadap *purchase intention*.

Kata Kunci: *Entertainment*, *Informativeness*, *Irritation*, *Source Credibility*, dan *Purchase Intention Ecolabel*

ABSTRACT

THE EFFECT OF ENTERTAINMENT, INFORMATION, IRRITATION, AND SOURCES OF CREDIBILITY ON ECOLABEL PURCHASE INTENTION: A STUDY ON STARBUCKS ECOLABEL CONSUMERS

The increasing public attention to environmentally friendly products has led to an increasing number of companies advertising products that have ecolabels to show that their products are environmentally friendly, one of these companies is Starbucks Coffee. However, there are not many studies that discuss the effectiveness of these advertisements in increasing the purchase intention of consumers towards ecolabel products. This study was conducted to identify the influence of viral marketing aspects, namely entertainment, informativeness, irritation, and source credibility on the purchase intention of consumers of ecolabel products, while the subjects taken were consumers of Starbucks Coffee products in Greater Jakarta. This study was conducted using 210 respondents who were searched for using non-probability sampling with convenience sampling technique, while the data analysis used was multiple linear regression analysis processed using IBM SPSS 23. The results found that entertainment, informativeness, and source credibility had an influence. Which is significant and positive on purchase intention of ecolabeled products from Starbucks, while irritation was found to have no significant effect on purchase intention.

Keywords: Entertainment, Informativeness, Irritation, Source Credibility, and Purchase Intention Ecolabel