

ABSTRAK

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”ANTESENDEN DARI *MINDFULNESS CONSUMPTION* SERTA DAMPAKNYA TERHADAP *BRAND ADVOCACY* DAN *CONTINUOUS USAGE INTENTION* (STUDI PADA *BRAND* SEPATU RAMAH LINGKUNGAN)”

(xviii + 133 halaman; 17 gambar; 28 tabel; 3 lampiran)

Penelitian ini menyelidiki variabel-variabel yang mendorong *continuous usage intention* dan *brand advocacy* untuk sepatu ramah lingkungan yang terbuat dari bahan daur ulang. Menggunakan *Partial Least Squares Structural Equation Modeling* (PLS-SEM), data dikumpulkan dari 271 responden, terutama dari kalangan Milenial dan Gen Z, yang aktif dalam olahraga lari dan golf. Model ini mengkaji dampak *environmental knowledge*, *environmental concern*, dan *brand competence* terhadap hasil yang berkaitan dengan *brand ambassador credibility*, *brand activism*, *self-brand congruence*, dan *mindfulness consumption* sebagai mediator. Temuan menunjukkan hubungan yang signifikan di antara semua variabel, dengan *environmental knowledge* muncul sebagai prediktor terkuat untuk *brand activism*. Selain itu, *brand activism* secara signifikan memengaruhi *mindfulness consumption*, menyoroti peran *activism* dalam mendorong perilaku konsumen yang berkelanjutan. Hasil ini menekankan pentingnya *brand activism* dan kredibilitas dalam membentuk loyalitas merek dan persepsi keberlanjutan di kalangan konsumen yang peduli lingkungan. Implikasi dari temuan ini memberikan perspektif berharga bagi merek yang ingin meningkatkan strategi advokasi dan keterlibatan konsumen di pasar sepatu berkelanjutan.

Kata Kunci : *Eco-conscious footwear*, *brand activism*, *environmental knowledge*, *sustainable consumer behavior*, *mindful consumption*, *brand advocacy*, *PLS-SEM*, *recycled materials*, *Millennials and Gen Z*.

Referensi : 95 (1998 – 2024)

ABSTRACT

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"ANTECEDENTS OF MINDFULNESS CONSUMPTION AND ITS IMPACT ON BRAND ADVOCACY AND CONTINUOUS USAGE INTENTION (A STUDY ON ECO-FRIENDLY SHOE BRAND)"

(xviii + 133 pages; 17 figures; 28 tables; 3 appendices)

This study investigates the factors driving continuous usage intention and brand advocacy for eco-friendly footwear made from recycled materials. Using Partial Least Squares Structural Equation Modeling (PLS-SEM), data were collected from 271 respondents, primarily Millennials and Gen Z, who engage in running and golf. The model examines the impact of Environmental Knowledge, Environmental Concern, and Brand Competence on brand-related outcomes, with Brand Ambassador Credibility, Brand Activism, Self-brand Congruence, and Mindful Consumption as mediators. Findings reveal significant relationships among all variables, with Environmental Knowledge emerging as the strongest predictor of Brand Activism. Furthermore, Brand Activism significantly influences Mindful Consumption, underscoring the role of activism in fostering sustainable consumer behaviors. These results highlight the importance of brand activism and credibility in shaping brand loyalty and sustainability perceptions among eco-conscious consumers. The implications offer valuable insights for brands aiming to enhance their advocacy and engagement strategies in the sustainable footwear market.

Keywords: Eco-conscious footwear, brand activism, environmental knowledge, sustainable consumer behavior, mindful consumption, brand advocacy, PLS-SEM, recycled materials, Millennials and Gen Z.

References : 95 (1998 – 2024)