

THE IMPACT OF CONSUMERS' GREENWASHING PERCEPTION ON REPURCHASE INTENTION: A CASE STUDY OF LE MINERALE'S DISPOSABLE GALLONS

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**STUDY PROGRAM OF BUSINESS
SCHOOL OF BUSINESS
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ABSTRACT

ANASTASIA SHINTA KUSUMANINGTYAS. The Impact of Consumers' Greenwashing Perception on Repurchase Intention: A Case Study of Le Minerale's Disposable Gallons. Supervised by LINDA KARLINA SARI and SITI JAHROH.

The growing concern for environmental sustainability influenced consumer behavior, encourage brands to adopt ethical practices. However, greenwashing, where brands falsely claimed sustainable practices, became a major challenge, damaged consumer trust. Le Minerale, a mineral water brand with disposable gallon packaging, faced perceived greenwashing issues, raising doubts about its sustainability claims. This study examined the effect of perceived greenwashing on repurchase intention and the role of green knowledge. Data from 185 respondents were collected via an online survey conducted from November 13 to 27, 2024, and analyzed using PLS-SEM. The results revealed that perceived greenwashing negatively impacted repurchase intention. Although green knowledge positively influenced repurchase intention, it did not significantly moderate the relationship. To address this, Le Minerale should focus on transparent sustainability communication and align its marketing with genuine environmental practices.

Keywords: consumer behavior, ethical practices, marketing, PLS-SEM, sustainability

ABSTRAK

ANASTASIA SHINTA KUSUMANINGTYAS. Dampak Persepsi Konsumen tentang *Greenwashing* pada Niat Pembelian Ulang: Studi Kasus Galon Sekali Pakai Le Minerale. Dibimbing oleh LINDA KARLINA SARI dan SITI JAHROH.

Kesadaran terhadap keberlanjutan lingkungan semakin memengaruhi perilaku konsumen, mendorong merek untuk mengadopsi praktik etis. Namun, *greenwashing*, yaitu klaim keberlanjutan yang tidak jujur, menjadi tantangan besar yang merusak kepercayaan konsumen. Le Minerale, merek air mineral dengan galon sekali pakai, menghadapi isu *greenwashing* yang memicu keraguan terhadap klaim keberlanjutannya. Penelitian ini menganalisis pengaruh persepsi *greenwashing* terhadap niat beli ulang serta peran pengetahuan hijau. Data dari 185 responden dikumpulkan melalui survei daring pada 13 hingga 27 November 2024 dan dianalisis dengan PLS-SEM. Hasilnya menunjukkan bahwa persepsi *greenwashing* berdampak negatif pada niat beli ulang. *Green knowledge* berpengaruh positif, tetapi tidak memoderasi hubungan tersebut. Untuk mengatasi hal ini, Le Minerale sebaiknya fokus pada komunikasi keberlanjutan yang transparan dan menyelaraskan pemasarannya dengan praktik lingkungan yang sejati.

Kata kunci: keberlanjutan, perilaku konsumen, PLS-SEM, pemasaran, praktik etis

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THE IMPACT OF CONSUMERS' GREENWASHING PERCEPTION ON REPURCHASE INTENTION: A CASE STUDY OF LE MINERALE'S DISPOSABLE GALLONS

ANASTASIA SHINTA KUSUMANINGTYAS

Final Thesis
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at the School of Business

**STUDY PROGRAM OF BUSINESS
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FOREWORD

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It is my earnest hope that this scientific work will serve as a valuable resource for readers and contribute meaningfully to the advancement of knowledge. May it also inspire future research and practical applications in the field.

Bogor, January 2025

Anastasia Shinta Kusumaningtyas

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