PENGARUH ECO LABEL DAN PERCEIVED VALUE TERHADAP MINAT BELI KONSUMEN DI APARTEMEN SUMMARECON BEKASI

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ABSTRAK

Penelitian ini bertujuan untuk menguji: (1) pengaruh Eco Label terhadap minat beli apartemen *The SpringLake View* di summarecon Kota Bekasi, (2) pengaruh *Perceived Value* terhadap minat beli apartemen *The SpringLake View* di summarecon Kota Bekasi. Pengumpulan data dilakukan dengan menyebar kuesioner kepada 200 responden menggunakan teknik *purposive sampling*. Teknis analisis data menggunakan metode SEM (*Structural Equation Modeling*) dari paket statistik LISREL versi 8.8. Hasil penelitian menunjukkan bahwa: (1) *Eco Label* berpengaruh positif dan signifikan terhadap minat beli Apartemen The Springlake view, (2) *Green Perceived Value* berpengaruh positif dan signifikan terhadap kepuasan konsumen Apartemen the Springlake view.

Kata Kunci: minat beli, eco label, pengaruh *Perceived Value*

PENDAHULUAN

Masyarakat memiliki karakteristik konsumen seperti motivasi, persepsi dan minat beli. Minat beli merupakan prediktor yang baik untuk sebuah perilaku menurut *Theory of Planned Behavior* (TPB). Pembelian apartemen dapat diidentifikasi lebih awal melalui minat pembelian dari konsumen. Menurut Ajzen

(2011) TPB menjabarkan bahwa minat pembelian dipengaruhi oleh sikap konsumen terhadap suatu tindakan (*attitude*), norma subjektif konsumen (*subjective norm*) dan persepsi konsumen terhadap perilaku yang dapat dilakukan.

Selain dari itu isu lingkungan global juga menjadi pertimbangan bagi pengembang dalam mendesain konsep hunian. Saat ini dunia menghadapi isu pemanasan global dan efek rumah kaca, akibat laju pertumbuhan penduduk, pertumbuhan industri, peningkatan limbah, dan keterbatasan sumber daya alam. Perubahan iklim yang tidak biasa, pemanasan global, masalah kesehatan, dan masalah lingkungan adalah faktor-faktor yang menyebabkan konsumen berperilaku "*green*" dalam keputusan pembelian mereka (Do Paco dan Raposo, 2009, Okada dan Mais, 2010) dan akibatnya, permintaan akan *green product* telah meningkat secara signifikan (Rose Maria Dangelico dan Pontrandolfo, 2010). Selain itu, munculnya *green consumerism* menandakan bahwa beberapa konsumen bersedia membayar harga premium untuk *green product* (Sammer dan Wustenhagen, 2006; Haytko dan Matulich, 2008; Okada dan Mais, 2010; Litvine dan Wustenhagen , 2011). Tren "*go-green*" kini telah meluas ke wilayah Asia (Lee, 2008), termasuk Indonesia.

Nielsen (2015) mengungkapkan bahwa konsumen menginginkan lebih banyak produk baru di pasar yang terjangkau, sehat, nyaman, dan ramah lingkungan. Faktanya, ada kesenjangan yang mencolok antara persentase konsumen yang menginginkan produk yang lebih ramah lingkungan (26%) dan mereka yang mengatakan mereka membelinya (10%). Temuan ini menunjukkan adanya kesenjangan dalam ketersediaan produk — kurangnya *supply* (dirasakan atau nyata) menjadi peluang bagi industri untuk menyediakan produk ramah lingkungan.

PT. Summarecon Agung Tbk sebagai salah satu pendiri dari GBC Indonesia tentunya akan selalu berkomitmen untuk mengusung konsep *green buiding* dalam produk hunian yang dikembangkan dan menggunakan *green construction*. Selanjutnya, apakah upaya promosi yang dilakukan oleh PT. Summarecon Agung Tbk dalam memasarkan The SpringLake View Apartment dapat mempengaruhi

keputusan pembelian (*purchase decision*), tentunya ada faktor-faktor dari konsumen yang mempengaruhinya. Keputusan pembelian merupakan suatu proses pengambilan keputusan akan pembelian yang mencakup penentuan apa yang akan dibeli atau tidak melakukan pembelian (Kotler dan Amstrong, 2008). Keputusan konsumen untuk membeli menurut Kotler (2005) bahwa perilaku pembelian konsumen dipengaruhi oleh faktor- faktor: (1) budaya, (2) sosial, (3) pribadi dan (4) psikologis.

Permasalahan selanjutnya yang terkait dengan pemasaran *green* adalah apakah konsumen *aware* dengan hal ini dan apakah upaya yang dilakukan oleh perusahaan sejalan dengan keinginan dan harapan konsumen. saat konsumen sekarang lebih cermat dalam memilih hunian, dan tren *green* atau semua yang mengarah pada *natural living* atau *eco-living* menjadi sesuatu yang diminati konsumen. Sehgal dan Singh (2010) menyebutkan bahwa *Consumer choices reflect not only price and quality preferences but also social and moral values, as witnessed in the remarkable growth of the global market for organic and environmentally friendly products*. Nilai moral dalam memilih hunian adalah memilih hunian yang memperhatikan pengekakalan lingkungan hijau. Selanjutnya Sehgal dan Singh juga menjelaskan : *Environmentally friendly (also eco-friendly, nature friendly, and green) are synonyms used to refer to goods and services, laws, guidelines and policies considered to inflict minimal or no harm on the environment*. Untuk membuat konsumen *aware* tentang *green building* dan *green construction*, maka pada produk properti tersebut ditandai dengan *eco-lable*.

Selain *eco-label*, *green perceived value* juga membangun kredibilitas suatu perusahaan berbasis kepedulian lingkungan. Konsumen selayaknya mendapatkan manfaat yang diterima atas penggunaan produk tersebut dengan harapan adanya keberlanjutan lingkungan (Chen dan Chang, 2012). Dan hal ini menjadi kunci keberhasilan dalam *green marketing*. Selanjutnya Zethaml menggambarkan *value* dalam empat cara berbeda: (1) *value* sebagai harga rendah, (2) *value* sebagai apa pun yang diinginkan konsumen dalam suatu produk, (3) *value* sebagai kualitas yang didapat dari harga yang dibayar pelanggan, dan (4) *value* seperti apa dapatkan untuk

apa yang diberikan. Patterson dan Spreng (1997) mengatakan bahwa *green perceived value* adalah penilaian keseluruhan konsumen akan keuntungan bersih dari suatu produk atau layanan antara apa yang diterima dengan apa yang diberikan berdasarkan keinginan konsumen, dengan harapan akan keberlanjutan lingkungan, dan kebutuhan akan *green product*. *Green perceived value* tidak hanya dapat menjadi penentu penting dalam mempertahankan hubungan pelanggan jangka panjang, tetapi juga memegang peran kunci dalam mempengaruhi minat beli (Zhuang, et al. 2010).

Rumusan Masalah

Berdasarkan uraian latar belakang, maka dapat diidentifikasi masalah-masalah yang mempengaruhi minat beli properti adalah sebagai berikut:

1. Apakah *Eco Label* mempunyai pengaruh positif dan signifikan terhadap minat beli di apartemen *The SpringLake View* summarecon Kota Bekasi ?
2. Apakah *Perceived Value* mempunyai pengaruh positif dan signifikan terhadap minat beli di apartemen *The SpringLake View* summarecon Kota Bekasi ?

Tujuan Penelitian

Tujuan penelitian merupakan jawaban atau saran yang ingin dicapai penulis dalam sebuah penelitian. Oleh sebab itu, tujuan penelitian ini adalah:

1. Untuk menguji pengaruh Eco Label terhadap minat beli apartemen *The SpringLake View* di summarecon Kota Bekasi.
2. Untuk menguji pengaruh *Perceived Value* terhadap minat beli apartemen *The SpringLake View* di summarecon Kota Bekasi.

TELAAH PUSTAKA

Minat beli atau *purchase intention* ialah kecenderungan sikap konsumen yang tertarik lalu mengambil tindakan yang berhubungan dengan pembelian melalui berbagai tahapan dan tingkat kemungkinan hingga dengan kemampuan untuk membeli produk, jasa atau merek tertentu. Menurut Fishbein & Ajzen (2000)

minat beli adalah sebuah rencana, cara perilaku seseorang atas produk tertentu, baik jika dia membeli produk itu ataupun tidak. Minat beli sering digunakan untuk melakukan analisis perilaku konsumen. Minat beli juga dapat diartikan sebagai kemungkinan konsumen akan melakukan pembelian suatu produk. Kesediaan konsumen untuk membeli memiliki probabilitas yang tinggi, walaupun pelanggan belum tentu akan membeli produk tersebut (Resmawa, 2017). Schiffman (2008) mengungkapkan bahwa minat merupakan salah satu aspek psikologis yang memiliki pengaruh cukup besar terhdap sikap perilaku. Berdasarkan uraian tersebut dapat disintesakan bahwa minat beli konsumen adalah probabilitas dan kemauan seseorng untuk memberikan preferensinya dalam produk dengan fitur ramah lingkungan dibandingkan produk konvemsional lainnya dalam pertimbangan pembelian dengan melalui tahapan pencarian informasi, muncul ketertarikan pada produk, keputusan membeli dan merekomendasikan ke orang lain.

Produk hijau didefinisikan sebagai produk yang biasanya tidak beracun, terbuat dari bahan daur ulang, atau minimal dikemas (Ottman, 1998 dalam Mei *et al*., 2012). Menurut Chen and Chai (2010), secara umum produk hijau diartikan sebagai produk ekologi atau produk yang ramah lingkungan. Jadi dapat disimpulkan produk hijau merupakan produk yang tidak mencemari lingkungan atau menghabiskan sumber daya alam dan dapat didaur ulang atau dilestarikan. Menurut Rex dan Bauman (2007), mendefinisikan *eco-label* sebagai alat yang digunakan konsumen untuk memfasilitasi pengambilan keputusan dalam memilih produk ramah lingkungan dan memungkinkan konsumen untuk mengetahui cara suatu produk dibuat. Eco-label berguna untuk memandu konsumen mengklasifikasikan produk- produk yang disukai itu lebih ramah lingkungan dibandingkan produk lain. Skema Eco label pertama telah dikembangkan sejak 1977-an di Jerman (*Blue Angel eco-label*). Ada relatif 30 skema *eco-label* di seluruh dunia, antara lain negara-negara Asia seperti Cina, Jepang, Korea, India, Thailand, Malaysia dan Singapura (Fuiyeng & Yazdanifard, 2015). Berdasarkan penjelasan tersebut diatas maka *eco-label* untuk properti adalah dapat disintesakan sebagai label sertifikasi pada suatu properti yang memberikan keterangan kepada konsumen bahwa properti dibangun dengan memperhatikan lingkungan dan menimbulkan

dampak lingkungan negatif yang relatif lebih kecil dibandingkan dengan produk lainnya yang sejenis dengan tanpa *eco-label,* yang melekat padanya informasi tentang nama merek, informasi akurat, identifikasi produk dan persepsi bisnis.

Perceived Value (persepsi nilai) adalah sebuah konstruk subyektif pada beberapa perasaan yang beragam diantara pelanggan. Kotler dan Keller (2009) berpendapat bahwa nilai yang dipersepsikan pelanggan adalah selisih antara penilaian pelanggan prospektif atas semua manfaat dan biaya dari suatu penawaran terhadap alternatifnya. Menurut Sweeney dan Soutar, dimensi nilai terdiri dari empat aspek utama berikut: 1) *Emotional Value*, 2) Social Value, 3) *Functional Value*, dan 4) *Epistemic Value*. Kotler dan Keller (2012,125) bahwa customer perceived value adalah perbedaan antara evalausi perspektif pelanggan terhadap semua keuntungan (benefits) dan keseluruhan biaya dan dibandingkan dengan alternatif yang ada. Berdasarkan penjelasan tersebut, maka *green perceived value* dapat disintesakan sebagai konstruk subyektif berupa persepsi selisih antara penilaian konsumen atas semua manfaat dan biaya dari suatu penawaran terhadap alternatifnya, dalam konteks situasi pembelian ritel untuk menentukan nilai-nilai konsumsi yang mengarah pada sikap dan perilaku pembelian berdasarkan asumsi emosional, sosial, dan fungsional.

MODEL PENELITIAN

Berdasarkan tujuan penelitian, maka dapat dibuat model penelitian sebagaimana tersaji pada Gambar 1.
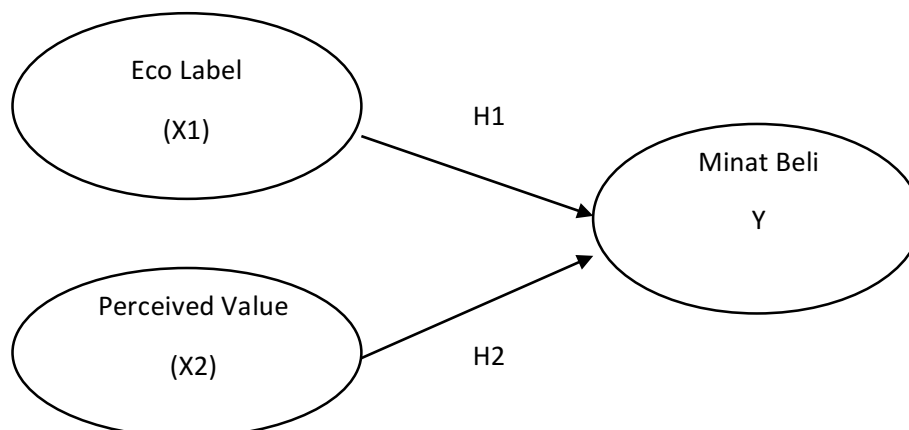
Gambar 1. Model Konstelasi Penelitian

PERUMUSAN HIPOTESIS PENELITIAN

Hipotesis merupakan suatu pernyataan sementara atau dugaan yang paling memungkinkan yang masih harus dicari kebenarannya. Berdasarkan kerangka teoritis yang akan dibuat, maka dirumuskan hipotesis penelitian sebagai berikut:

Pertama: *Eco Label* berpengaruh terhadap Minat Beli Konsumen di Apartemen Kota Summarecon Bekasi.

Kedua: *Perceived Value* berpengaruh terhadap Minat Beli Konsumen di Apartemen Kota Summarecon Bekasi.

METODOLOGI PENELITIAN

Proses penelitian yang dilakukan adalah penelitian kuantitatif menggunakan metode survei dengan pendekatan korelasi. Penelitian kuantitatif merupakan suatu pendekatan penelitian yang bersifat obyektif, mencakup pengumpulan dan analisis data kuantitatif serta menggunakan metode pengujian statistik (Hermawan, 2012:19). Dimana, Paradigma realis pada umumnya sejalan dengan metode riset kuantitatif. Hal tersebut dikarenakan teknik kuantitatif lebih mendekatkan peneliti pada data, baik dalam metode pengumpulan data (dengan mengirimkan angket/kuesioner tanpa menyimak suara informan), maupun dalam analisis yang didalamnya statistik dan angka-angka lebih dikedepankan daripada kata-kata dan organisasi bahasa. Ciri-ciri lain dari metode kuantitatif adalah cakupannya yang cenderung lebih luas dengan fokus pada unsur spesifik guna dihubungkan dengan unsur spesifik yang lain. Peneliti harus memisahkan variabel dari konteks alamiahnya guna mempelajari bagaimana variabel tersebut bekerja,

serta apa efek yang terjadi Christine Daymond dan Immy Holloway, (2002:12)..
Survei dilakukan daftar pembeli apartemen dan calon pembeli *The SpringLake View*
Apartemen Kota Summarecon Bekasi. Sebanyak 200 responden dijadikan sampel
penelitian. Analisis data menggunakan metode *structural equation modeling*
(SEM) dari paket data LISREL dengan data yang terlebih dahulu diuji lewat SPSS.
Uji hipotesis dilakukan dengan menggunakan *t-test*.

HASIL DAN PEMBAHASAN

Karakteristik Responden

Informasi mengenai karakteristik responden tersaji pada Tabel 1. Dari 200
responden, 87 orang adalah laki-laki dan 113 adalah perempuan. Berdasarkan usia,
responden dalam rentang usia 29-34 tahun mendominasi dengan jumlah 49orang.
Berdasarkan pendidikan, responden dengan latar belakang pendidikan S1
mendominasi dengan jumlah 114 orang. Sedangkan berdasarkan pekerjaan,
responden yang bekerja sebagai PNS/TNI/POLRI mendominasi dengan jumlah64
orang.

Tabel 1. Karakteristik Responden

		Frekuensi	%	% Kumulatif
Jenis kelamin	Laki-laki	148	74%	74%
	Perempuan	52	26%	100.0%
Usia	> 30	61	30.5%	30.5%
	31-40	79	39.5%	69.5%
	41-50	40	20.0%	90.0%
	>50	20	10.0%	100.0%
Pendidikan	SMA	33	16,5%	21.5%
	S1	103	51.5%	68.0%
	Pascasarjana	64	32.0%	100.0%
Pendapatan	5jt – 7,5jt	47	23.5%	23.5%
	7,5jt – 10jt	68	34.0%	57.5%
	10jt – 15jt	59	29.5%	87.0%
	> 15jt	26	13.0%	100,0%

Sumber: Data Primer (2019)

Hasil Pengujian Data

Uji Validitas dan Uji Reliabilitas

Tabel 2. Hasil Uji Validitas dan Uji Reliabilitas

Variabel	Nilai KMO	Signifikansi	*No. of items*	*Cronbach's alpha*
Minat Beli	0.972	0.000	12	0,966
Eco Label	0.975	0.000	11	0,967

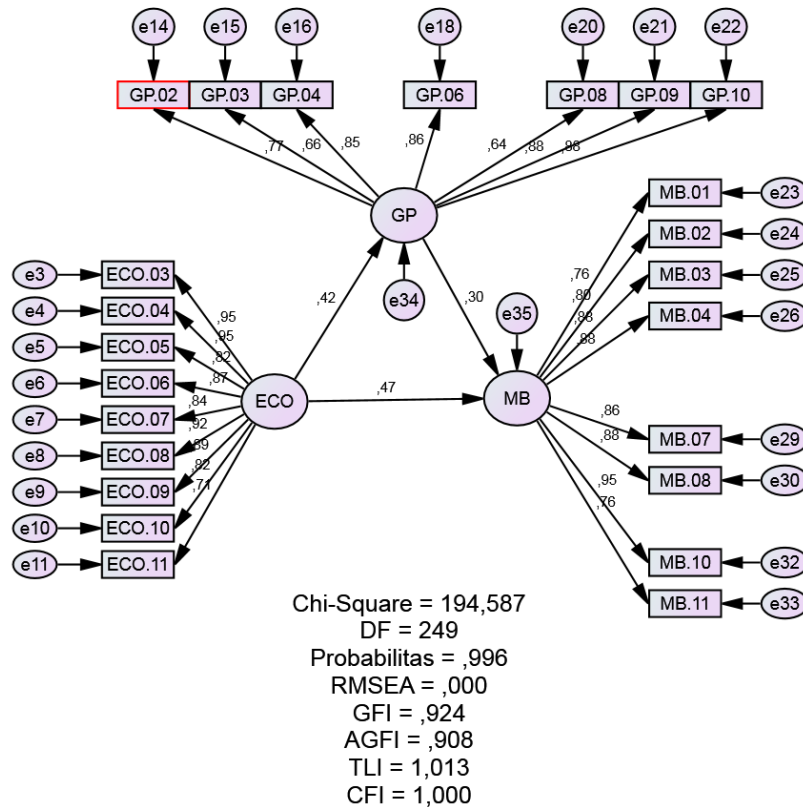| Green Perceived Value	0.955	0.000	10	0,943

Uji validitas perlu dilakukan terhadap kuesioner untuk mengetahui kelayakan setiap butir pernyataannya dalam mendefinisikan variabel penelitian. Ada persyaratan yang harus dipenuhi: nilai KMO harus lebih besar dari 0.5 dan signifikansi harus lebih kecil dari 0.05. Hasil uji validitas tersaji pada Tabel 2. Dapat dinyatakan bahwa kuesioner untuk setiap variabel valid. Selain validitas, reliabilitas kuesioner juga perlu diuji untuk mengukur tingkat keandalan kuesioner jika digunakan secara berulang. Karena instrumen pada penelitian ini berbentuk kuesioner, maka pengujian reliabilitas instrumen akan menggunakan *cronbach's alpha*. Nilai *cronbach's alpha* harus lebih besar dari 0.6. Berdasarkan Tabel 2, dapat disimpulkan bahwa kuesioner untuk setiap varibel reliabel.

Structural Equation Modeling

Setelah dilakukan uji validitas dan reliabilitas maka dapat dilakukan *structural equation modeling*. Ada persyaratan yang harus dipenuhi, yaitu kecocokan model atau *goodness-of-fit*. Dalam penelitian ini digunakan enam indeks untuk mengukur kecocokan model dengan kriteria masing-masing sebagai berikut: *probability* (P) harus lebih besar sama dengan 0.05, CMIN/DF harus lebih kecil sama dengan 2.00, CFI harus lebih besar sama dengan 0.95, RMSEA harus lebih kecil sama dengan 0.08, NFI harus lebih besar sama dengan 0.90, NNFI harus lebih besar sama dengan 0.90, dan RMR harus lebih kecil sama dengan 0.05.

Sebelum membentuk model penuh, kecocokan setiap variabel harus dicek terlebih dahulu. Jika seluruh variabel sudah memenuhi syarat *goodness-of-fit*, maka dapat dibuat sebuah diagram jalur yang menghubungkan variabel bebas dengan variabel *intervening* dan variabel terikat sesuai dengan model yang telah dihipotesiskan. Pada model penuh, *goodness-of-fit* juga harus diuji. Hasil dari pengujian *goodness-of-fit* model penuh penelitian ini menunjukkan bahwa ada dua indeks yang tidak *fit*, yakni *GFI* yang hanya 0.870. Hal ini mengharuskan adanya sebuah modifikasi terhadap model SEM sehingga dapat diraih kecocokan yang baik. Maka dilakukanlah proses *reiteration*. Hasilnya, nilai *GFI* dikoreksi menjadi 0.924. Dengan demikian maka model SEM sudah dapat diterima dan tidak perlu

lagi dilakukan modifikasi. Model SEM yang sudah *fit* tersaji pada Gambar 2 dan hasil *goodness-of-fit* model tersaji pada Tabel 3.

Chi-Square = 194,587
DF = 249
Probabilitas = ,996
RMSEA = ,000
GFI = ,924
AGFI = ,908
TLI = 1,013
CFI = 1,000

Gambar 2. Model *Fit* SEM

Sumber: Data diolah oleh peneliti (2019)

Tabel 3. Evaluasi *Goodness-of-Fit* Model SEM

Indeks	*Cut Off Value*	Hasil	Evaluasi Model
RMSEA	≤ 0.08	0.000	*Fitted*
GFI	≥ 0.90	0.924	*Fitted*
NFI	≥ 0.90	0.959	*Fitted*
CMIN/DF	≤ 2.00	0.781	*Fitted*
RMR	≤ 0.05	0.033	*Fitted*
CFI	≥ 0,95	0.997	*Fitted*

Sumber: Data Diolah oleh Peneliti (2019)

Uji Hipotesis

Jika kecocokan model penelitian sudah didapatkan, maka seluruh hipotesis dapat diuji. Dalam penelitian ini dilakukan regression weight. Jika ρvalue < alpha 0. maka H0 ditolak dan konsekuensinya H1 diterima. Namun sebaliknya, jika

ρvalue < alpha 0. maka H0 diterima dan konsekuensinya H1 ditolak. Hasil uji hipotesis tersaji pada Tabel 4.

Tabel 4. Hasil Uji Hipotesis

Path	Unstandarized Beta	Standarized Beta	p-value	Keputusan
Minat Beli <--- *Eco Label*	0,469	,058	0.000	signifikan
Minat Beli <--- Green Perceived Value	0,297	,074	0.000	signifikan
Green Perceived Value <--- *Eco Label*	0.423	0.056	0.000	signifikan

Dalam hubungan variabel eco label berpengaruh terhadap minat beli, besarnya ρvalue adalah sebesar 0.000. Dengan demikian, hipotesis pertama dapat diterima. Kemudian hubungan variabel *green perceived value* terhadap minat beli memiliki ρvalue sebesar 0.000. Dengan demikian, hipotesis kedua dapat diterima. Hubungan variabel eco label terhadap green perceived value memiliki ρvalue sebesar 0.000. Dengan demikian, hipotesis ketiga dapat diterima.

KESIMPULAN DAN SARAN

Kesimpulan

Berdasarkan hasil penelitian dan pembahasan, maka dapat ditarik kesimpulan sebagai berikut:

1. Eco label berpengaruh positif terhadap minat beli.

   Hal ini dapat dibuktikan dari hasil uji hipotesis yang menunjukkan ρvalue sebesar 0.000. Dengan demikian, H1 didukung oleh data dan hasil ini mendukung hipotesis awal peneliti yang diajukan dalam penelitian. Hasil ini turut didukung oleh penelitian terdahulu yang dilakukan oleh Fuiyeng & Yazdanifard (2015).

2. Pengaruh *green perceived value* terhadap minat beli. Hal ini dapat dibuktikan dari hasil uji hipotesis yang menunjukkan ρvalue sebesar 0.000. Dengan demikian, H_2 didukung oleh data dan hasil ini mendukung hipotesis awal

peneliti yang diajukan dalam penelitian. Hasil ini turut didukung oleh penelitian terdahulu yang dilakukan oleh Rahardjo (2015).'

Saran Praktis

Berdasarkan data dan hasil analisis statistik dalam penelitian ini, ada beberapa saran yang ingin peneliti rekomendasikan kepada Apartemen The Springlake view:

a. Diharapkan pihak Apartemen The Springlake view dapat memperbaiki symbol yang dapat mempresentasikan kepedulian terhadap lingkungan sekitar.

b. Diharapkan pihak Apartemen The Springlake view dapat menampilkan keunggulan dibandingkan dengan apartemen lainnya yang memberikan dampak yang baik pada lingkungan sekitar.

c. Diharuskan bahwa keputusan pembelian wajib di perhatikan untuk pandangan konsumen terhadap ketertarikan pembelian Apartemen TheSpringLake View.

d. Dianjurkan keinginan dan kebutuhan terhadap persepsi Apartemen TheSpringLake View harus di unggulkan terhadap konsumen

e. Keputusan pembelian sangat diharapkan bagi perkembangan minat beli Apartemen TheSpringLake View agar peningkatan kepercayaan keputusan pembelian juga meningkat.

f. Diharapkan bahwa simbol penghijauan untuk lingkungan sekitar sangat mempengaruhi persepsi pembelian konsumen Apartemen The SpringLake View yang di sertakan adanya keinginan serta kebutuhan dari pihak konsumen.

Saran Teoretis

Berdasarkan data dan hasil analisis statistik dalam penelitian ini, ada beberapa saran yang ingin peneliti rekomendasikan untuk penelitian selanjutnya:

1. Penelitian selanjutnya dapat dilakukan dengan menggunakan objek penelitian yang berbeda atau pada objek yang sama dengan lokasi berbeda.

2. Penelitian selanjutnya dapat menggunakan jumlah sampel yang lebih banyak dan lebih luas, serta menambahkan refrensi-refrensi dan *review* penelitian yang lebih baru agar hasil penelitian akurat.

3. Responden pada penelitian selanjutnya juga dapat difokuskan dengan rentang usia di bawah 25 tahun ataupun lebih memperbanyak responden dengan usia di bawah 25 tahun mengingat hasil pada penelitian ini yang mayoritas respondennya adalah usia < 30 tahun.

4. Dalam penelitian mendatang, dapat dilakukan penambahan variabel penelitian seperti promosi, lokasi, *brand, culture,* dan *customer expectation* yang bisa diteliti juga apakah variabel-variabel tersebut dapat mempengaruhi minat beli konsumen.

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THE EFFECT OF ECO LABEL AND PERCEIVED VALUE ON PURCHASE INTENTION IN SUMMARECON BEKASI APARTMENT

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ABSTRACT

Arsyan Gunta Ranggawan, 2019; Measuring Interest in Buying The SpringLake View Summarecon Bekasi Apartment. How is the influence of Eco Label and Perceived value ?. Thesis, Jakarta: Concentration in Marketing Management, Management Study Program, Department of Management, Faculty of Economics, Jakarta State University. Advisory Team: Usep Suhud, M.Sc.Ph.D & Shandy Aditya, BIB, MPBS.

The Objective of this study are: 1) To test the effect of Eco Label on Purchase Interest for The SpringLake View Apartment in Summarecon, Bekasi, West Java. 2) To test the effect of Perceived value directly on Purchase Interest for The SpringLake Vew Apartment in Summarecon, Bekasi, West Java. 3) To test the effect of Eco Label on Perceived Value for Interest in Buying The SpringLake View Apartment in Summarecon, Bekasi, West Java. The object of this study is The SpringLake View Apartment with 200 respondents. Technical analysis of data uses SEM (Structural Equation Model) software from the AMOS version 22 statistical package to process and analyze the results of research. The results of this study are H1 has a critical ratio value of 6729 which means the hypothesis is accepted by having a total standardized value of 0.595 which means that it has a strong enough influence. That shows that Eco Label has a pretty strong effect on Buy Interest for The SpringLake View Summarecon Apartments. Furthermore, H2 has a critical value of 4,317 which means that the hypothesis is accepted by having a total standardized value of 0.297 which means it has a strong influence. It shows that the

perceived value has a strong effect on the Purchase Interest for The SpringLake View Apartment.

INTRODUCTION

Society has consumer characteristics such as motivation, perception and purchase interest. Purchase interest is a good predictor of behavior according to Theory of Planned Behavior (TPB). Purchasing an apartment can be identified earlier through the purchase interest from the consumer. According to Ajzen (2011), TPB explains that purchase interest is influenced by consumer attitudes towards an action (attitude), consumer subjective norms (subjective norm) and consumer perceptions of behavior that can be done.

Apart from that, global environmental issues are also a consideration for developers in designing residential concepts. Currently the world is facing the issue of global warming and the greenhouse effect, due to population growth, industrial growth, increased waste, and limited natural resources. Unusual climate change, global warming, health problems, and environmental problems are all factors that cause consumers to behave "green" in their purchasing decisions (Do Paco and Raposo, 2009, Okada and Mais, 2010) and consequently, the demand for green product has increased significantly (Rose Maria Dangelico and Pontrandolfo, 2010). In addition, the emergence of green consumerism indicates that some consumers are willing to pay premium prices for green products (Sammer and Wustenhagen, 2006; Haytko and Matulich, 2008; Okada and Mais, 2010; Litvine and Wustenhagen, 2011). The "go-green" trend has now expanded to Asia (Lee, 2008), including Indonesia. Nielsen (2015) reveals that consumers want more new products in the market that are affordable, healthy, comfortable, and environmentally friendly. In fact, there is a stark gap between

the percentage of consumers who want greener products (26%) and those who say they buy them (10%). These findings indicate a gap in product availability - a lack of supply (perceived or real) becomes an opportunity for the industry to provide environmentally friendly products.

PT. Summarecon Agung Tbk as one of the founders of GBC Indonesia, of course, will always be committed to carrying the green building concept in residential products that are developed and use green construction. Furthermore, whether the promotional efforts made by PT. Summarecon Agung Tbk in marketing The SpringLake View Apartment can influence purchase decisions, of course, there are factors from consumers that influence it. The purchase decision is a process of making a purchase decision which includes determining what to buy or not to make a purchase (Kotler and Amstrong, 2008). Consumer decision to buy according to Kotler (2005) states that consumer purchasing behavior is influenced by factors: (1) cultural, (2) social, (3) personal and (4) psychological.

The next problem related to green marketing is whether consumers are aware of this and whether the efforts made by the company are in line with the wishes and expectations of consumers. when consumers are now more careful in choosing housing, and the green trend or anything that leads to natural living or eco-living becomes something that consumers are interested in. Sehgal and Singh (2010) state that Consumer choices reflect not only price and quality preferences but also social and moral values, as witnessed in the remarkable growth of the global market for organic and environmentally friendly products. The moral value in choosing housing is choosing housing that takes into account the conservation of the green environment. Furthermore, Sehgal and Singh also explained: Environmentally friendly (also eco-friendly, nature friendly, and green) are synonyms used to refer to goods and services, laws, guidelines and policies considered to inflict minimal or no harm on the environment. To make consumers aware of green building and green construction, the property product is marked as eco-friendly.

Apart from eco-labeling, green perceived value also builds the credibility of

a company based on environmental awareness. Consumers should get the benefits received from using these products in the hope of environmental sustainability (Chen and Chang, 2012). And this is the key to success in green marketing. Furthermore, Zethaml describes value in four different ways: (1) value as low price, (2) value as whatever the consumer wants in a product, (3) value as the quality obtained from the price the customer pays, and (4) value. what kind of get for what is given. Patterson and Spreng (1997) say that green perceived value is the overall consumer assessment of the net benefits of a product or service between what is received and what is given based on consumer desires, with the hope of environmental sustainability and the need for green products. Green perceived value can not only be an important determinant in maintaining long-term customer relationships, but also plays a key role in influencing purchase intention (Zhuang, et al. 2010).

Research Question

Based on the background description, it can be identified that the problems that affect the buying interest in property are as follows:

1. Does Eco Label have a positive and significant influence on buying interest at The SpringLake View apartment summarecon Bekasi City?

2. Does Perceived Value have a positive and significant influence on buying interest at The SpringLake View apartment summarecon Bekasi City?

Research purposes

Research objectives are answers or suggestions that the author wants to achieve in a study. Therefore, the objectives of this study are:

1. To test the effect of Eco Label on buying interest in The SpringLake View apartment in Summarecon Bekasi City.

2. To test the effect of Perceived Value on buying interest in The SpringLake View apartment in Summarecon Bekasi City.

LITERATURE REVIEW

Purchase intention is the tendency of consumers to be interested and then take action related to the purchase through various stages and levels of possibility to the ability to buy certain products, services or brands. According to Fishbein & Ajzen (2000) purchase interest is a plan, the way a person behaves towards a certain product, whether he buys that product or not. Purchase intention is often used to analyze consumer behavior. Purchase interest can also be interpreted as the possibility that consumers will purchase a product. The willingness of consumers to buy has a high probability, even though the customer will not necessarily buy the product (Resmawa, 2017). Schiffman (2008) states that interest is one of the psychological aspects that has a significant influence on attitude behavior. Based on this description, it can be synthesized that consumer buying interest is the probability and willingness of someone to give preference to products with environmentally friendly features compared to other conventional products in consideration of purchasing by going through the information search stage, there is interest in the product, buying decisions and recommending to others.

Green products are defined as products that are usually non-toxic, made from recycled materials, or minimally packaged (Ottman, 1998 in May et al., 2012). According to Chen and Chai (2010), green products are generally defined as ecological or environmentally friendly products. So it can be concluded that green products are products that do not pollute the environment or consume natural resources and can be recycled or conserved. According to Rex and Bauman (2007), defines eco-label as a tool that consumers use to facilitate decision making in choosing environmentally friendly products and allow consumers to know how a product is made. Eco-label is useful for guiding consumers to classify preferred products that are more environmentally friendly than other

products. The first Eco label scheme has been developed since 1977's in Germany (Blue Angel eco-label). There are relatively 30 eco-label schemes around the world, including Asian countries such as China, Japan, Korea, India, Thailand, Malaysia and Singapore (Fuiyeng & Yazdanifard, 2015). Based on the explanation above, the eco-label for a property can be synthesized as a certification label on a property which provides information to consumers that the property is built with environmental attention and causes relatively less negative environmental impacts compared to other similar products without eco-label. , attached to it information about the brand name, accurate information, product identification and business perceptions.

Perceived Value (perceived value) is a subjective construct on the various feelings that vary among customers. Kotler and Keller (2009) argue that customer perceived value is the difference between prospective customer assessments of all the benefits and costs of an offering against its alternatives. According to Sweeney and Soutar, the value dimension consists of the following four main aspects: 1) Emotional Value, 2) Social Value, 3) Functional Value, and 4) Epistemic Value. Kotler and Keller (2012,125) state that customer perceived value is the difference between evaluation of the customer's perspective on all benefits and overall costs and is compared with existing alternatives. Based on this explanation, green perceived value can be synthesized as a subjective construct in the form of perceptions of the difference between consumer assessments of all the benefits and costs of an offer against alternatives, in the context of a retail purchasing situation to determine consumption values that lead to purchasing attitudes and behavior based on assumptions. emotional, social, and functional.

RESEARCH MODEL

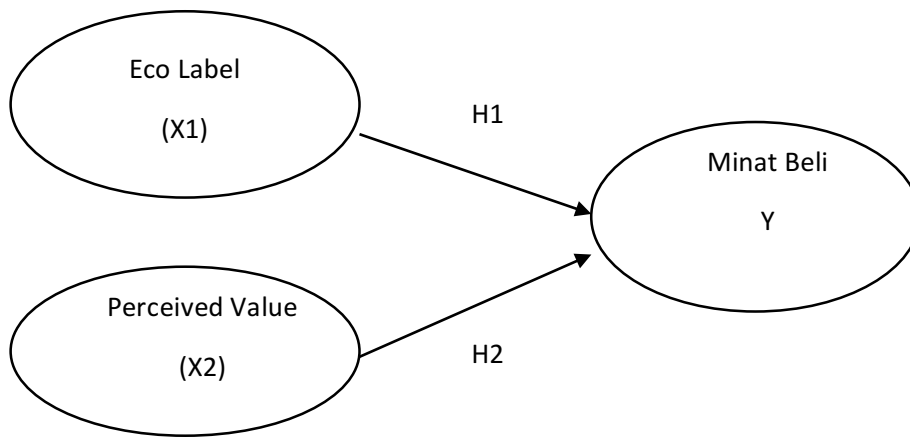**Based on the research objectives, a research model can be made as presented in Figure 1.**

Figure 1. Research Constellation Model

RESEARCH HYPOTHESIS FORMULATION

The hypothesis is a provisional statement or the most probable conjecture that the truth must still be sought. Based on the theoretical framework that will be created, the following research hypothesis is formulated:

First: Eco Label affects Consumer Purchase Interest at Summarecon Bekasi City Apartments.

Second: Perceived Value has an effect on Consumer Purchase Intention at Summarecon Bekasi City Apartments.

RESEARCH METHODOLOGY

The research process carried out is quantitative research using a survey method with a correlation approach. Quantitative research is an objective research approach, including the collection and analysis of quantitative data and using statistical testing methods (Hermawan, 2012: 19). Where, the realist paradigm is generally in line with quantitative research methods. This is because quantitative techniques bring researchers closer to the data, both in the data collection method (by sending a questionnaire without listening to the voice of the informant), as well as in the analysis in which statistics and numbers are prioritized over words and language organization. Another characteristic of quantitative methods is that they tend to be broader in scope with a focus on specific elements in order to be linked with other specific elements. Researchers must separate the variables from their natural context in order to study how these variables work, as well as the effects that occur. Christine Daymond and Immy Holloway, (2002: 12). The survey was conducted by a list of apartment buyers and potential buyers of The SpringLake View Apartment Kota Summarecon Bekasi. A total of 200 respondents were used as research samples. Data analysis used the structural equation modeling (SEM) method from the LISREL data package with the data that was first tested through SPSS. Hypothesis testing is done using the t-test.

RESULTS AND DISCUSSION

Respondent Characteristics

Information regarding the characteristics of respondents is presented in Table 1. Of the 200 respondents, 87 were male and 113 were female. Based on age, respondents in the age range of 29-34 years dominate with a total of 49 people.

Based on education, the number of respondents with an undergraduate education was 114 people. Meanwhile, based on occupation, respondents who work as PNS / TNI / POLRI dominate with 64 people.

Table 1. Characteristics of Respondents

		Frekuensi	**%**	**% Kumulatif**
Jenis kelamin	Laki-laki	148	74%	74%
	Perempuan	52	26%	100.0%
Usia	> 30	61	30.5%	30.5%
	31-40	79	39.5%	69.5%
	41-50	40	20.0%	90.0%
	>50	20	10.0%	100.0%
Pendidikan	SMA	33	16,5%	21.5%
	S1	103	51.5%	68.0%
	Pascasarjana	64	32.0%	100.0%
Pendapatan	5jt – 7,5jt	47	23.5%	23.5%
	7,5jt – 10jt	68	34.0%	57.5%
	10jt – 15jt	59	29.5%	87.0%
	> 15jt	26	13.0%	100,0%

Source: Data processed by researchers (2020)

Data Testing Results

Validity Test and Reliability Test

Table 2. Results of Validity and Reliability Tests

Variabel	**Nilai KMO**	**Signifikansi**	*No. of items*	*Cronbach's alpha*
Minat Beli	0.972	0.000	12	0,966
Eco Label	0.975	0.000	11	0,967
Green Perceived Value	0.955	0.000	10	0,943

Source: Data Processed by Researchers (2020)

The validity test needs to be done on the questionnaire to determine the feasibility of each item of the statement in defining the research variables. There are requirements that must be met: the KMO value must be greater than 0.5 and the significance must be less than 0.05. The results of the validity test are presented in Table 2. It can be stated that the questionnaire for each variable is valid. In addition to validity, the reliability of the questionnaire also needs to be tested to measure the level of reliability of the questionnaire if it is used repeatedly. Because the instrument in this

study was in the form of a questionnaire, the reliability testing of the instrument would use Cronbach's alpha. Cronbach's alpha value must be greater than 0.6. Based on Table 2, it can be concluded that the questionnaire for each variable is reliable.

Structural Equation Modeling

After testing the validity and reliability, structural equation modeling can be done. There are requirements that must be met, namely model fit or goodness-of-fit. In this study, six indices were used to measure the fit of the model with each of the following criteria: probability (P) must be greater than 0.05, CMIN / DF must be less than 2.00, CFI must be greater than 0.95, RMSEA must be more small is 0.08, NFI must be greater than 0.90, NNFI must be greater than 0.90, and RMR must be less than 0.05.

Before forming a full model, the suitability of each variable must be checked first. If all variables have met the goodness-of-fit requirements, a path diagram can be made connecting the independent variables with the intervening variables and the dependent variable according to the hypothesized model. In the full model, goodness-of-fit must also be tested. The results of the full model goodness-of-fit test of this study indicate that there are two unfit indices, namely GFI which is only 0.870. This requires a modification to the SEM model so that a good fit can be achieved. Then the reiteration process is carried out. As a result, the GFI value was corrected to 0.924. Thus, the SEM model is acceptable and there is no need for modification.

The fit SEM model is presented in Figure 2 and the results of the goodness-of-fit model are presented in Table 3.
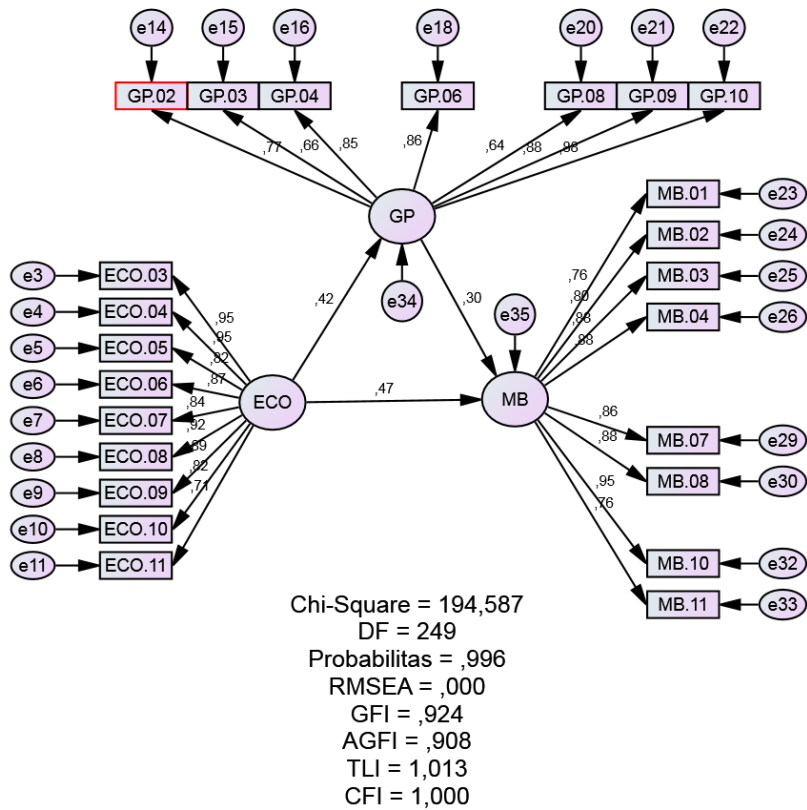
Figure 2. Fit SEM Model

Source: Data processed by researchers (2020)

Table 3. Evaluation of the Goodness-of-Fit SEM Model

Indeks	Cut Off Value	Hasil	Evaluasi Model
RMSEA	≤ 0.08	0.000	Fitted
GFI	≥ 0.90	0.924	Fitted
NFI	≥ 0.90	0.959	Fitted
CMIN/DF	≤ 2.00	0.781	Fitted
RMR	≤ 0.05	0.033	Fitted
CFI	≥ 0,95	0.997	Fitted

Source: Data processed by researchers (2020)

Hypothesis testing

If a fit for the research model has been obtained, all hypotheses can be tested. In this study, weight regression was carried out. If value <alpha 0. then H0 is rejected and consequently H1 is accepted. On the contrary, if value <alpha 0. then H0 is accepted and consequently H1 is rejected. Hypothesis test results are presented in Table 4.

Table 4. Hypothesis Test Results

Path	Unstandarized Beta	Standarized Beta	p-value	Keputusan
Minat Beli <--- *Eco Label*	0,469	,058	0.000	signifikan
Minat Beli <--- Green Perceived Value	0,297	,074	0.000	signifikan
Green Perceived Value <--- *Eco Label*	0.423	0.056	0.000	signifikan

I

n terms of the eco label variable affecting purchase intention, the value is 0.000. Thus, the first hypothesis can be accepted. Then the relationship between green perceived value and purchase intention has a value of 0.000. Thus, the second hypothesis can be accepted. The relationship between the eco label variable and green perceived value has a value of 0.000. Thus, the third hypothesis can be accepted.

CONCLUSIONS AND SUGGESTIONS

Conclusion

Based on the results of research and discussion, the following conclusions can be drawn:

1. Eco label has a positive effect on purchase intention.

   This can be proven from the results of hypothesis testing which shows a value of 0.000. Thus, H1 is supported by the data and

these results support the researcher's initial hypothesis proposed in the study. This result is also supported by previous research conducted by Fuiyeng & Yazdanifard (2015).

2. The effect of green perceived value on purchase intention. This can be proven from the results of hypothesis testing which shows a value of 0.000. Thus, H2 is supported by the data and these results support the researcher's initial hypothesis proposed in the study. These results are also supported by previous research conducted by Rahardjo (2015).

Practical Suggestions

Based on the data and the results of statistical analysis in this study, there are a number of suggestions that researchers would like to recommend to The Springlake view Apartments:

a) It is hoped that The Springlake View Apartment can improve the symbol that can represent concern for the surrounding environment.
b) It is hoped that The Springlake View Apartment can display advantages compared to other apartments that have a good impact on the surrounding environment.
c) It is required that purchasing decisions must be considered for consumer views of the purchase interest of TheSpringLake View Apartment.
d) It is recommended that the wants and needs of the perception of TheSpringLake View Apartment should be superior to consumers
e) Purchasing decisions are expected for the development of buying interest in TheSpringLake View Apartment so that increased confidence in purchasing decisions also increases.

f) It is hoped that the green symbol for the surrounding environment will greatly affect the perception of consumer purchases of The SpringLake View Apartment which includes the wants and needs of the consumer.

Theoretical Suggestions

Based on the data and the results of statistical analysis in this study, there are several suggestions that researchers would like to recommend for further research:

1. Further research can be carried out using different research objects or on the same object at different locations.

2. Future studies can use a larger and wider number of samples, as well as add references and reviews of newer studies so that the research results are accurate.

3. Respondents in further research can also focus on the age range under 25 years or more and more respondents under 25 years of age considering the results in this study where the majority of respondents are aged <30 years.

4. In future research, it is possible to add research variables such as promotion, location, brand, culture, and customer expectations which can also be examined whether these variables can affect consumer purchase interest.

Suggestion

1. Using other proxies of asset quality such as Earning Asset Quality (KAP) and Non-Performing Finance (NPF) to assess Islamic banks that are thought to have an effect on bank liquidity.
2. Expand the object of research by including other types of banks such as Rural Banks (BPR), Regional Development Banks (BPD) and Islamic banks or from foreign stock exchanges so that further research will get good results.

3. Further research can add other variables from internal banks such as net working capital, deposit rates, credit interest rates, or from external banks such as inflation rates, gross domestic product, Bank Indonesia interest rates, etc. so that the results of research on bank liquidity is better.

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