

INTISARI

Penelitian ini merupakan replikasi model penelitian yang diajukan pada penelitian Kim *et al.* (2012). Pada satu dekade terakhir perkembangan jumlah pakaian ramah lingkungan terus meningkat termasuk pakaian dengan Merek Marks & Spencer, hal ini yang membuat banyak Masyarakat di kota besar Khususnya Surabaya ingin membeli merek pakaian Marks & Spencer. Karena selain nyaman dipakai dan terbuat dari bahan baku ramah lingkungan, Marks & Spencer juga salah satu perusahaan pakaian yang peduli akan kerusakan lingkungan sekitar. Penelitian ini bertujuan untuk mengetahui pengaruh dari *Social Norms* dan *Environmental Concern* terhadap *Purchase Intentions* pada merek pakaian Marks & Spencer di kota Surabaya, serta peran moderasi *Environmental Marketing Claims*.

Survei yang dilakukan menggunakan teknik pengambilan sampel *non-probability sampling* melalui pendekatan *purposive sampling*. Pengolahan data dilakukan dengan menggunakan Analisis Regresi Berganda menggunakan software SPSS 16. Jumlah sampel dalam penelitian ini sebesar 200. Analisa dilanjutkan dengan FGD untuk mengeksplorasi niatan pembelian M & S.

Hasil penelitian menunjukkan terdapat pengaruh *Social Norms* terhadap *Purchase Intentions* & *Environmental Concern* terhadap *Purchase Intentions* di Marks & Spencer kota Surabaya serta moderasi *Environmental Marketing Claims* yang tidak berpengaruh signifikan. Hasil FGD, informan sebagian besar memiliki niatan pembelian M & S karena mendapat informasi dari teman dan melihat banyak individu atau kelompok memakai pakaian M & S, ada juga sebagian informan muncul niatan pembelian karena suka produk pakaian ramah lingkungan.

Kata kunci: Marks & Spencer, *Social Norms*, *Environmental Concern*, *Purchase Intentions*, *Environmental Marketing Claims*.

ABSTRACT

This study is a replication of the proposed research in the study of Kim et al. (2012). In the last decade the development of the number continues to increase eco-friendly clothing including underwear by Brand Marks & Spencer, it makes a lot of People in the big city of Surabaya want to buy a particular brand of clothing Marks & Spencer. Because in addition to comfortable to wear and made from environmentally friendly raw materials, Marks & Spencer is also one of the clothing company that cares about environmental damage. This study aimed to determine the effect of Social Norms and Environmental Concern on Purchase Intentions in Marks & Spencer clothing brand in the city of Surabaya, as well as the moderating role of Environmental Marketing

Surveys conducted using a sampling technique of non-probability sampling through purposive sampling approach. Data processing was performed by using multiple regression analysis using SPSS 16. The number of samples in the study of 200. The analysis followed by focus group discussions to explore the intention of buying M & S

The results show there is influence of Social Norms on Purchase Intentions & Environmental Concern to Purchase Intentions in Marks & Spencer Surabaya and moderation Environmental Marketing Claims are not significant. FGD results, most of the informants had no intention of purchase M & S as it gets information from friends and see a lot of individuals or groups to wear M & S, there are also some informants appeared purchase intentions for like products environmentally friendly clothing.

Keywords: Marks & Spencer, Social Norms, Environmental Concern, Purchase Intentions, Environmental Marketing Claims.